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September 1987

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS, INTERIOR DESIGN, & ARCHITECTURE

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DESIGNER'S SATURDAY
membership up 25 percent

DESIGNING BANKS
bank design projects and products

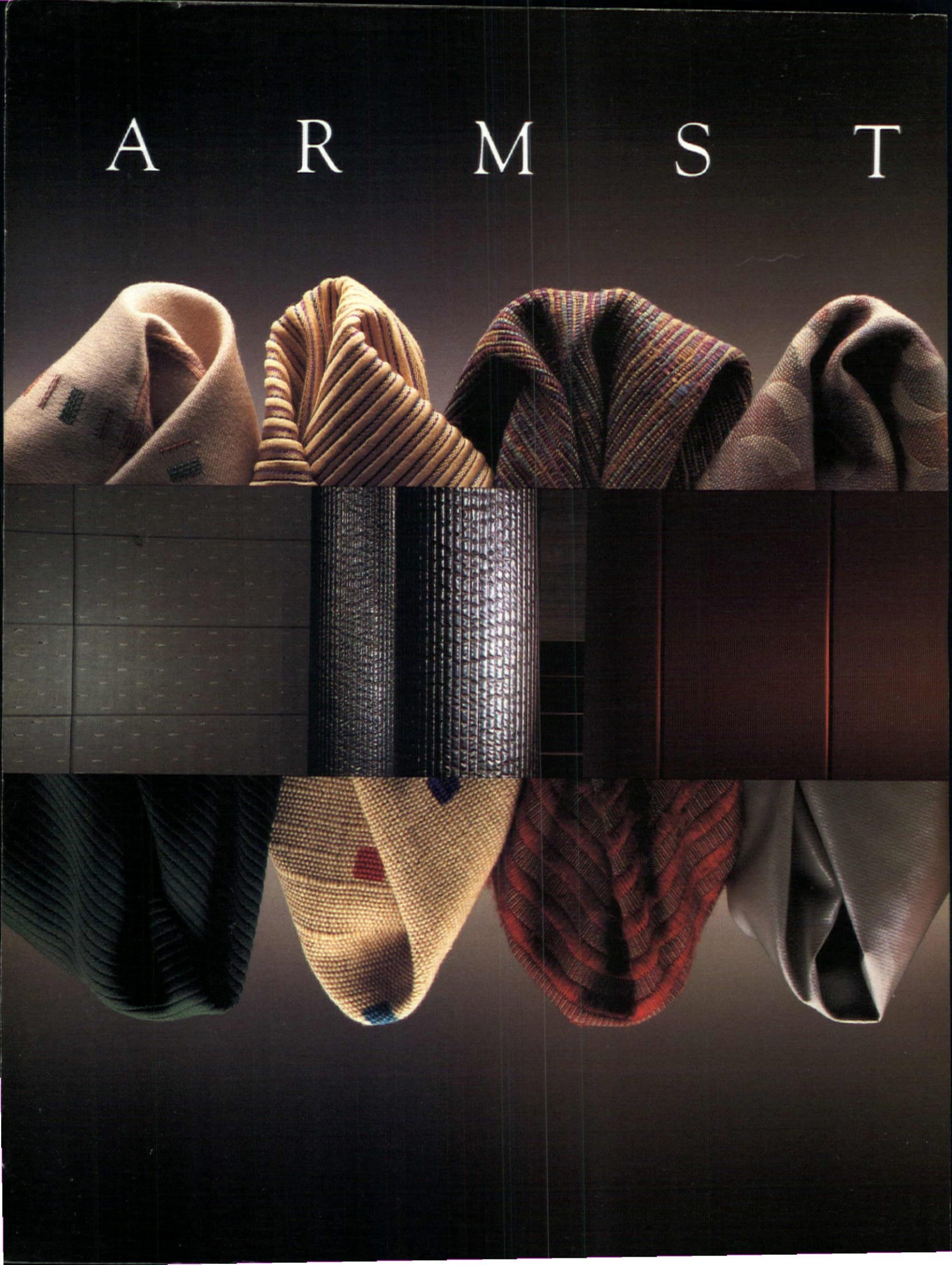
DESIGN NEW YORK
expanded workshops in 4th year

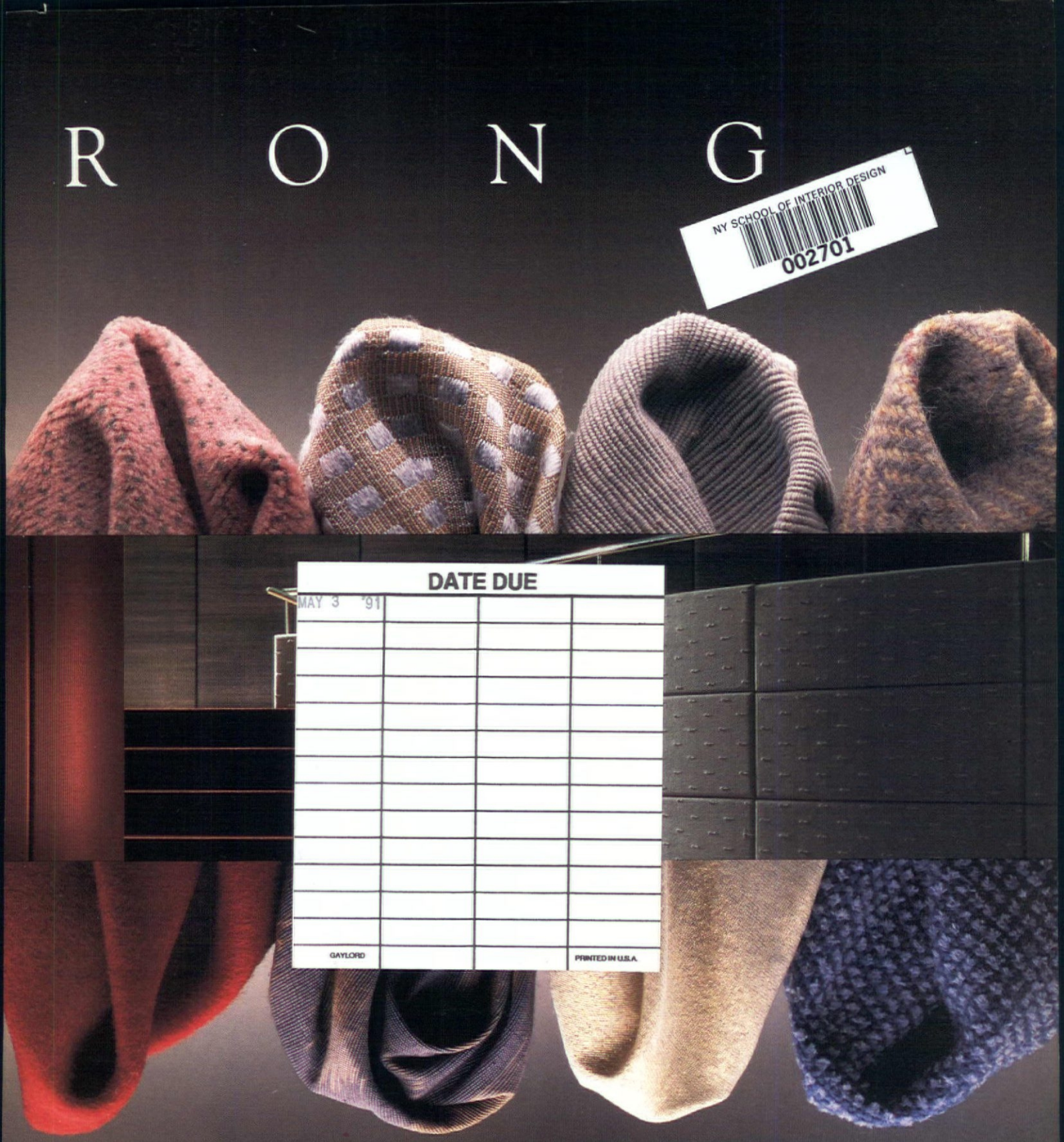
IDCNY & CONEXION
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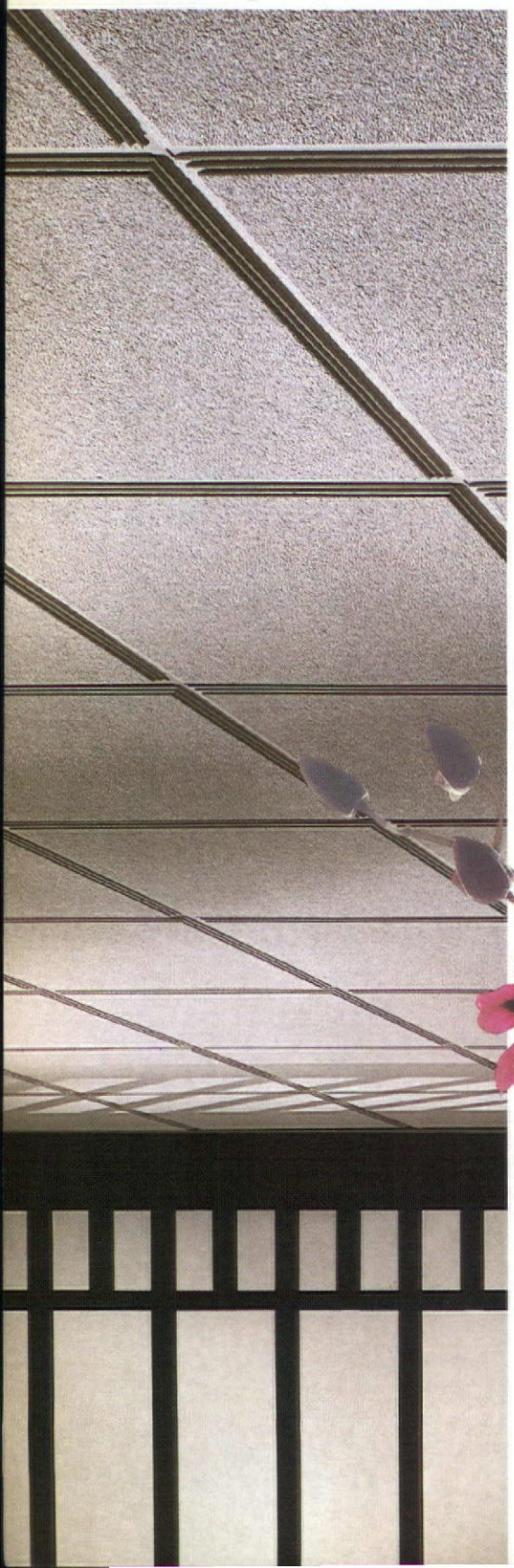
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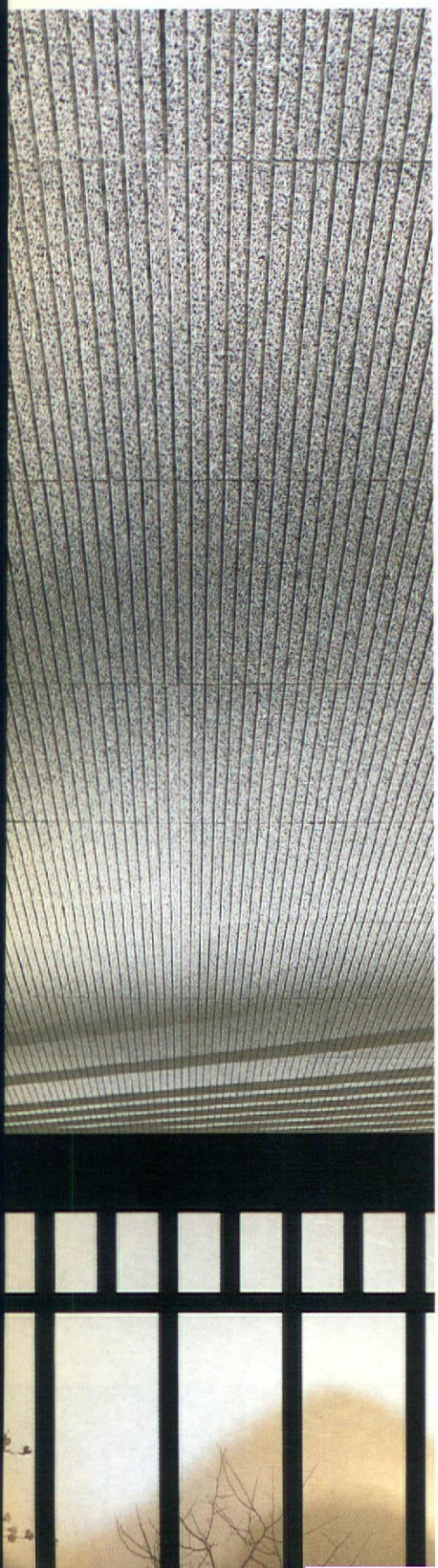
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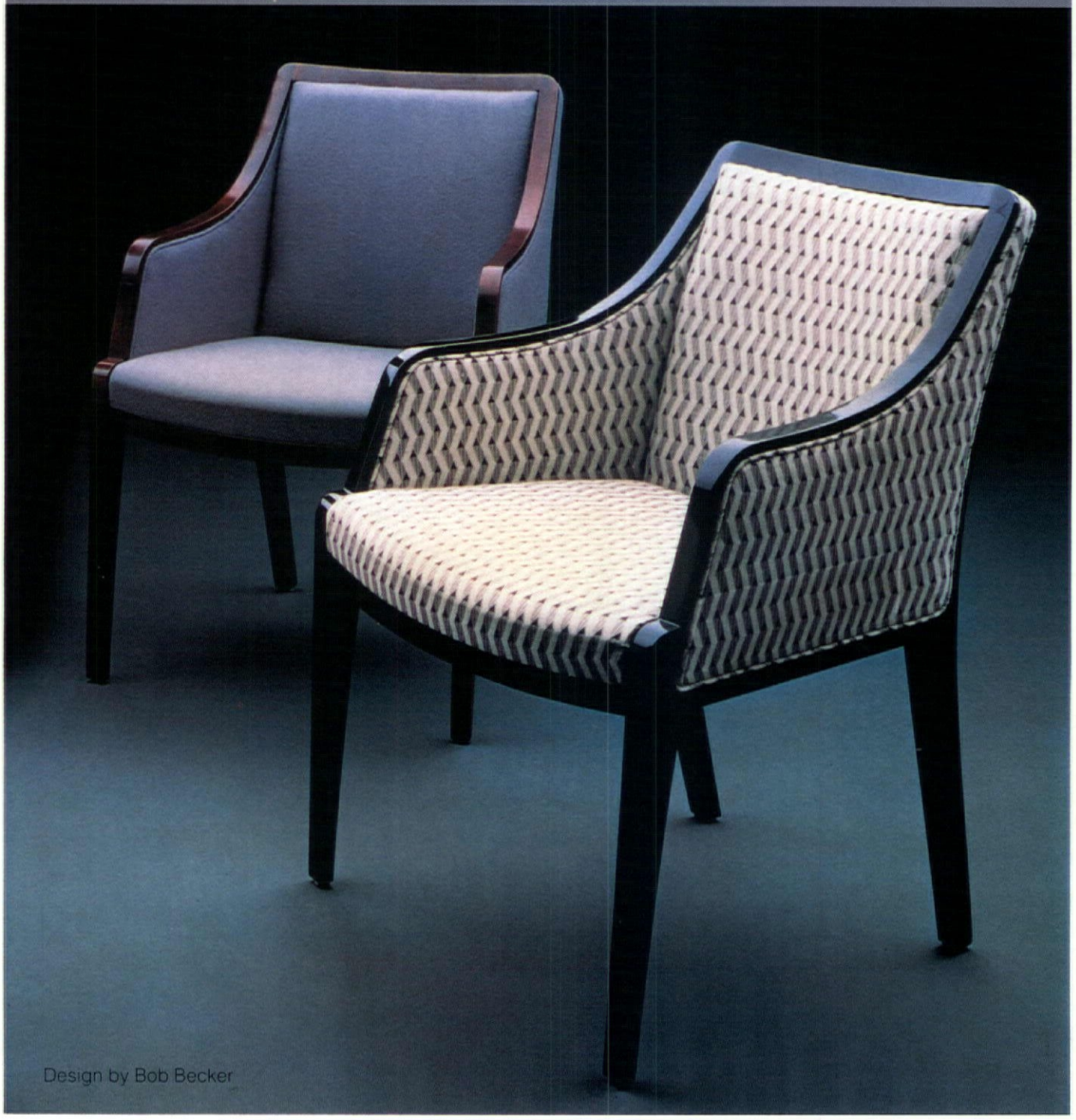






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CONTRACT

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Volume 29, No. 9

October: Executive Buyer Edition/Lodging Industry offers bonus circulation to 5,000 lodging/hotel managers and operators. A review of outstanding hotel projects is presented along with a Lodging Furniture/Furnishings review. The latest introductions in wallpapers, vinyls, and rigid materials are featured in the Wallcoverings/Surface Materials Directory. Who's Who in Contract Design/Midwest is our 12th annual census of contract specifiers/architects/designers.

November: Executive Buyer Edition/Corporate Offices offers bonus circulation to 5,000 office managers and facility planners. Featured are a selection of outstanding office designs, plus product sections on Corporate Furniture/Furnishings, Conference Room Tables, and Desk Accessories. Winners of the IBD/CONTRACT magazine Product Design Competition are covered in the issue, with the Best-Of-Competition featured on the cover. Bonus distribution to 2,000 Canadian contract designers and architects.

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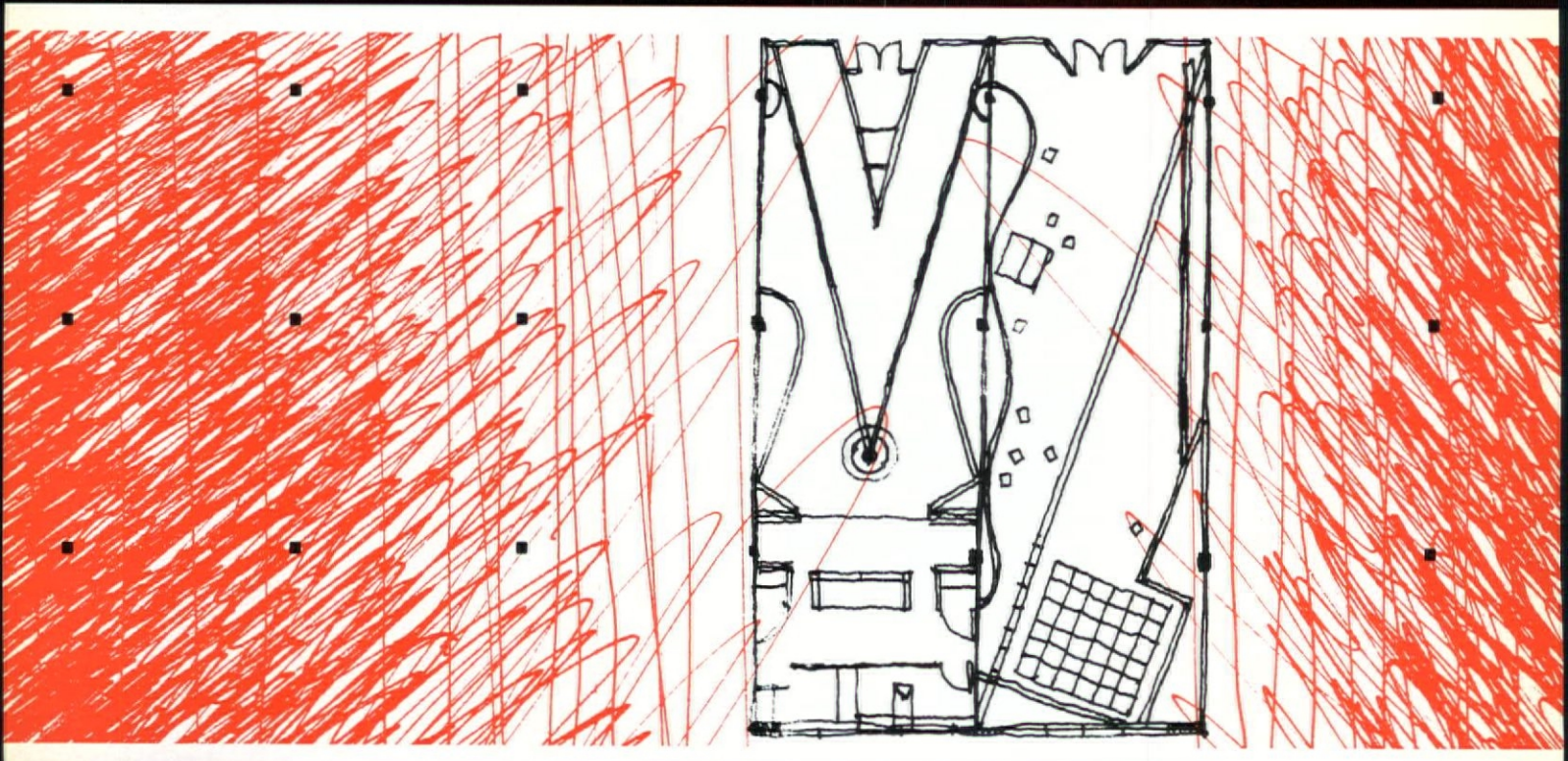
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CONTRACT

COMMENTARY



CONTRACT INDUSTRY IN TRANSITION

Everybody pays lip service to the concept of change, but most people also tend to get glassy-eyed during the actual process of transition. This year, there are more glazed eyes than ever before in the interior design industry. . .and many can be seen among its manufacturers as well.

Here's why: company acquisitions continue to make news, distribution channels are changing radically, and the market, while edging upward, does so hesitantly.

Deferring to the major contract marts on both coasts and Chicago, one regional mart has dropped its annual contract show. Add to this the move by several interior design companies to unite under one management, new marts announcing development, and the population swinging back toward the north. For designers, contemporary furniture design is looking to the past for inspiration, color has been introduced to contract interiors in a big way, and more foreign companies are arranging for assembly operations in the United States.

Office dealers are modifying their product mixes and taking on new service roles, the systems rehabilitation business is growing, architects are lobbying against interior designer licensing bills, and we haven't even begun to list changes affecting our industry.

What does all of this portend? Your guess is as good as ours, but we lean toward the positive effects of demographics. Our population is aging, so more hospitals and nursing homes are needed. The value of the dollar overseas is shrinking, leading to more domestic travel and expansion of the hospitality market. And, the blue collar work force is being reduced as the country makes a transition to a white collar work force, boosting office design into the 1990s.

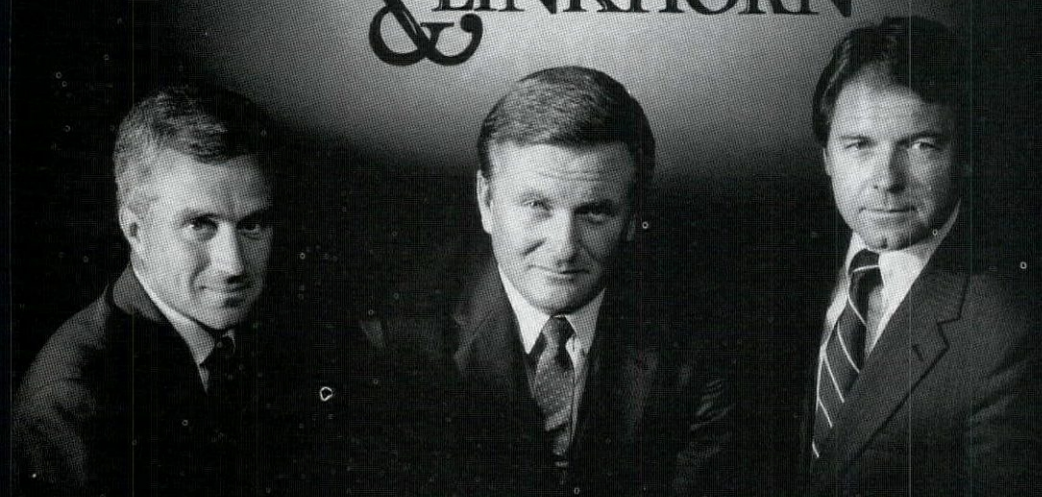
These changes and more will surely continue to affect the contract industry and you can be certain that CONTRACT will be monitoring all new developments and reporting them to you as they happen.

Lee Corlin

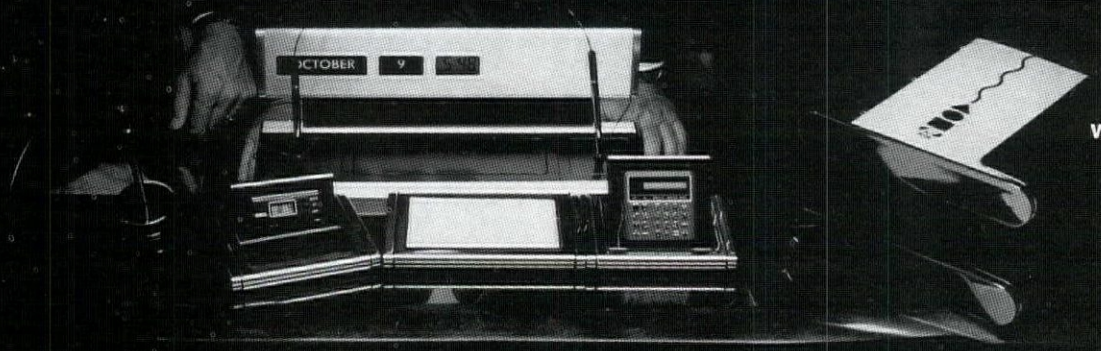
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THE CONTRACT JUNGLE



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Yes. . .there in front of your very eyes. . .parting the jungle like a miracle, it's your guide! High Point Furniture Industries. One company, one book, that turns your quest in the savage jungle into a romp through the park. Now you can take a pleasant, profitable journey through our extensive lines of desks, filing systems, bookcases, computer furniture, and seating. It's a pleasure trip, filled with value and style.



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On the horizon: New genuine wood veneer lines from High Point Furniture.

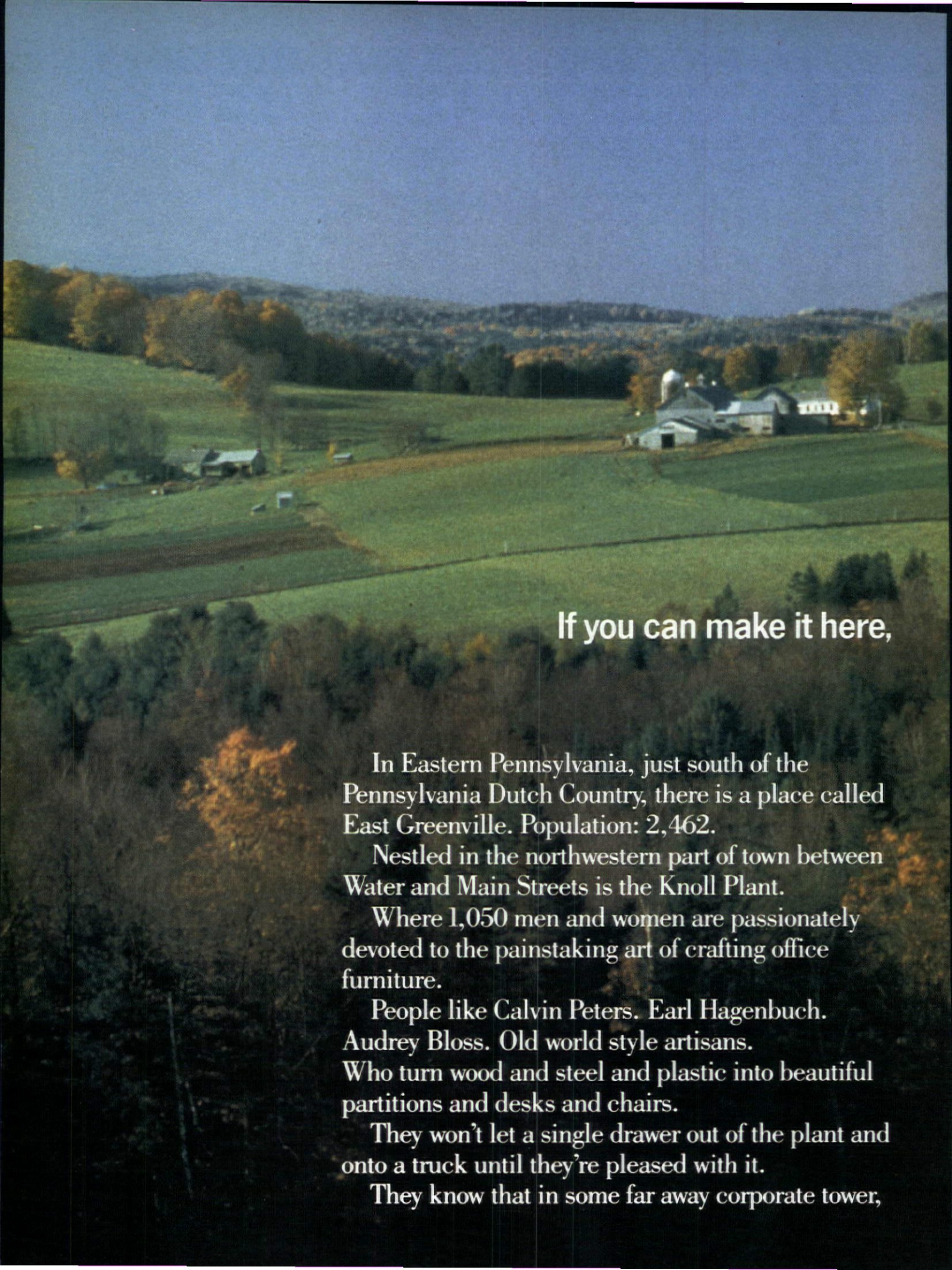
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Licensing debate lives on

Dear Editor: The requirements for licensing of architects and engineers have been established and rigorously maintained by the State of New York. The education and training of interior designers, while in excess of any existing requirements for interior decorators, does not meet the criteria established for architects and professional engineers. State standards cover such subjects as structural, electrical, and mechanical engineering, which are not even addressed in interior design school curricula. Establishing a license and a stamp for interior designers would result in a *de facto* lowering of the current standards. This would jeopardize public safety, rather than afford additional protection as the designers claim.

All jurisdictions of the State of New York are experiencing an upsurge in reported incidents of illegal practice. Instances normally involve licensed professionals "selling" their seals. The person "buying" the seal may be anyone who has offered to provide a client with architectural services for which they are not licensed. Both of the above are illegal under New York State Law, and the State Attorney General is seriously pursuing offenders. The City of New York is also pursuing legislation to contain "illegal practice." Institutionalizing illegal practice by providing persons who do not meet the State's health, welfare, and safety qualifications with a seal that gives them an aura of legality is inimical to all that the City and State are fighting.

New York State currently has a method in place for interior designers to become licensed. A degree in interior design from an accredited school and experience working for a licensed engineer or architect may be accepted by the State Board for Architecture as meeting the requirements to sit for the Architectural Licensing Exam. This allows interior designers, who wish to take prime responsibility for a project and file drawings before a Building Department, to demonstrate their claimed competency.

Interior designers speak at length of "their" health, welfare, and safety contribution to the built environment, and this concern is expected, necessary, and admirable. However, the ability to read labels on fabric, wallcovering, and flooring samples to insure that they meet code requirements requires a literacy test, not a license. Self-certification would give interior designers control over their own profession's public welfare concerns without implying the possession of skills for which they have little or no training.

Architects value interior designers, hire them both as consultants and employees, are among their teachers in interior design schools, and appreciate their professional needs. We object, however, to the creation of another level of bureaucracy at tax-payer expense, to monitor a profession that has available to it an existing method of professional licensure meeting state requirements.

We believe that the proposed licensing of interior designers is not in the best interest of the public based on the considerations outlined above.

LENORE M. LUCEY, AIA
New York Chapter
American Institute of Architects
New York, N.Y.

ERRATA

In the "Report from Scandinavia" in the July issue (pp. 52-55), U.S. attendance at the fair was incorrectly reported as being down, instead of up. Overall attendance at the fair did decrease, but U.S. attendance increased from 540 in 1986 to 567 in 1987.

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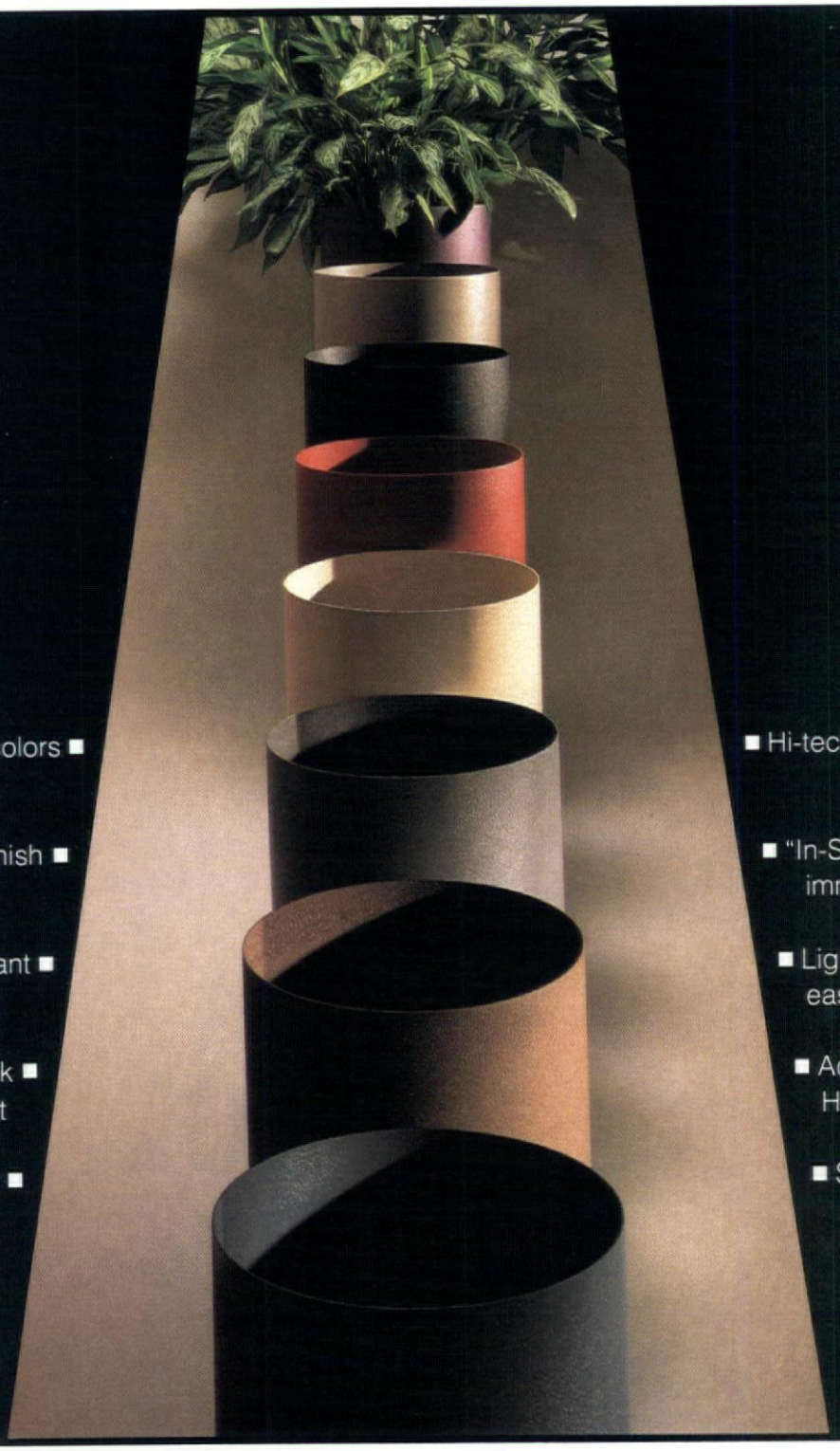


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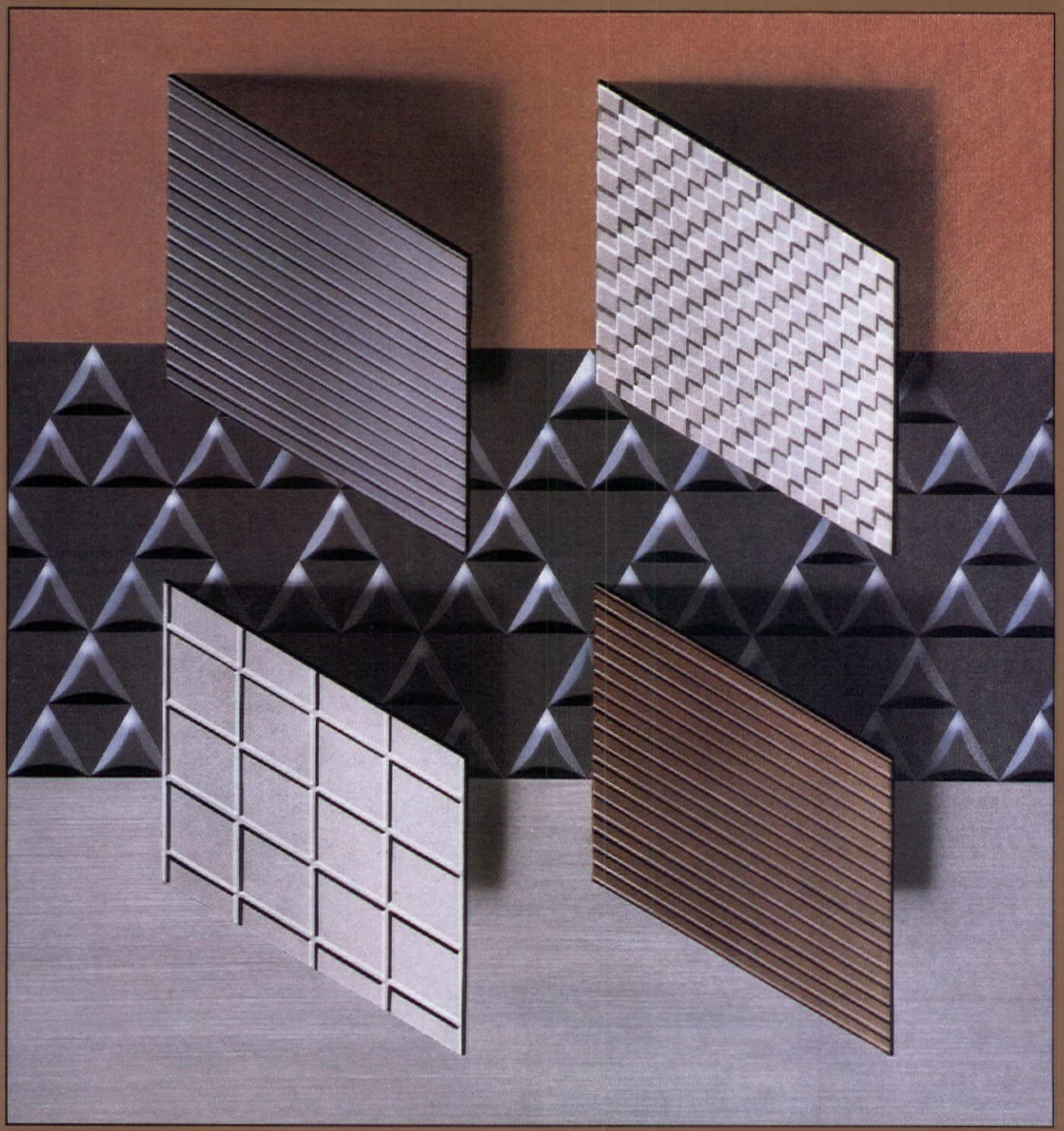
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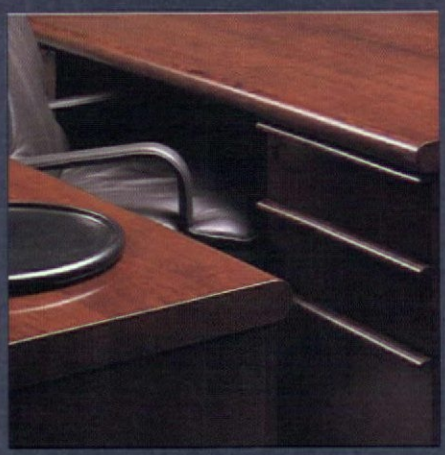
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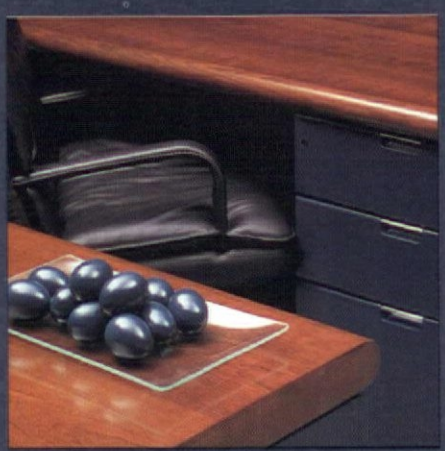
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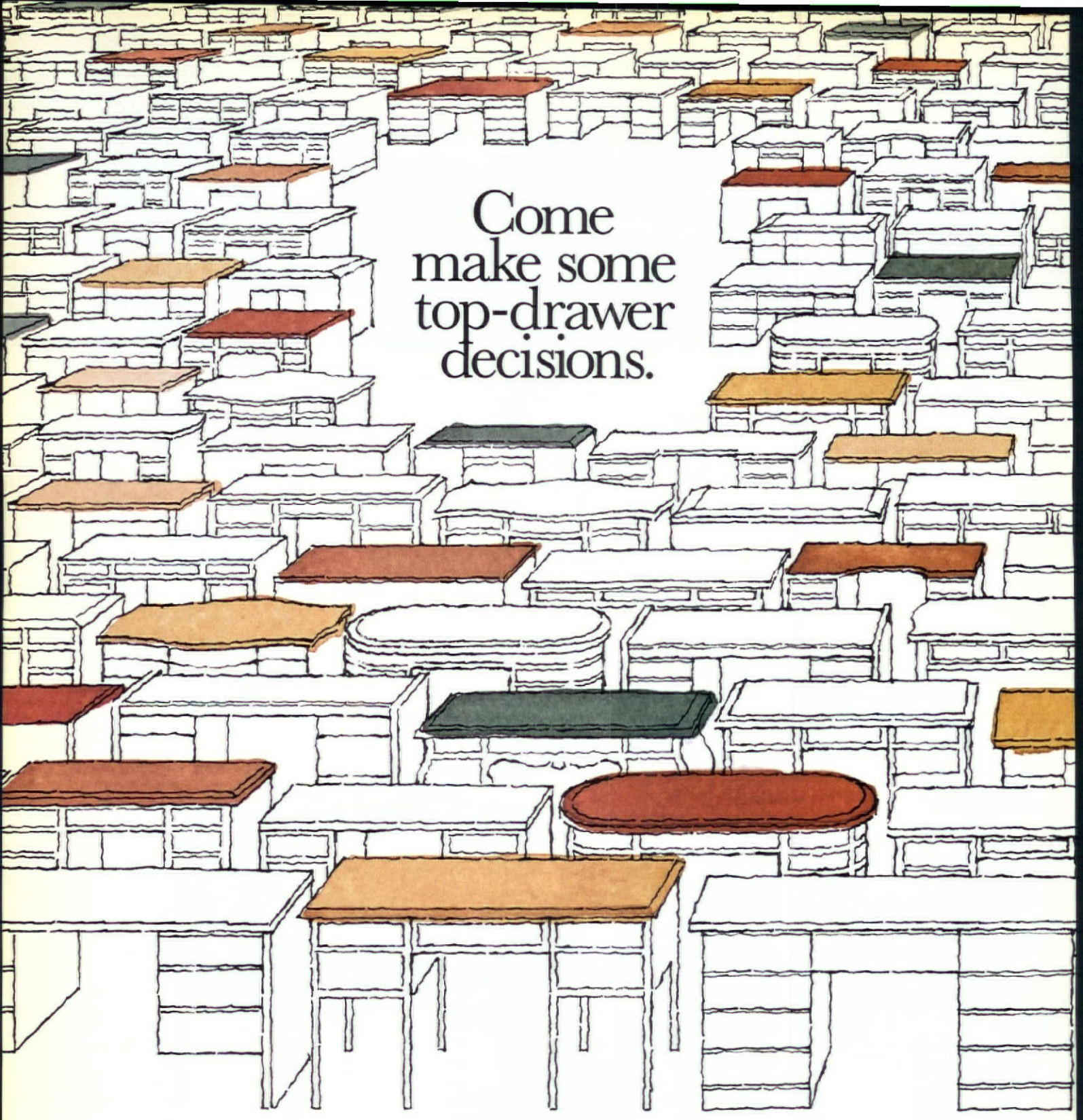
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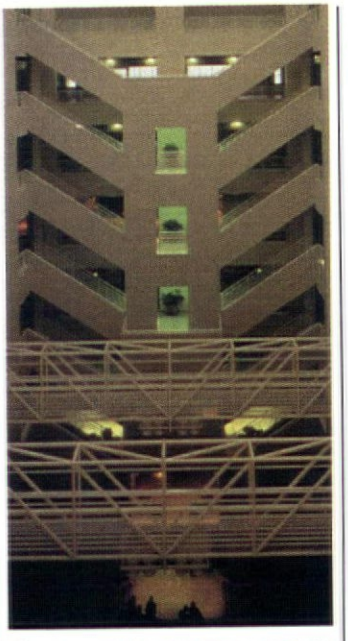
CONTRACT

NEWS

ASID & CONTRACT to sponsor 'Best Space87,' IDCNY showroom competition during fall market

New York—The first annual design competition for showrooms in the International Design Center, New York (IDCNY) has been established. "Best Space87," co-sponsored by the American Society of Interior Designers (ASID) and CONTRACT magazine, will take place during IDCNY's Fall Market, October 7-10, held in conjunction with Designer's Saturday in New York City.

Any showroom in the IDCNY is eligible to participate and there is no entry fee required. Awards will be given in six categories: including Best Showroom over 6,000 sq. ft.; Best Showroom under 6,000 sq. ft.; best Temporary Showroom; and Best Showroom for Product Display. A Special Mention will also be awarded, as well as a "Designer's Choice," which will be voted upon by visitors to IDCNY during the three days of the market.



The Atrium of Center Two at IDCNY serves as a focal point for the many showrooms that may be winners in the 'Best Space87' competition.

Registrants at IDCNY's Fall Market can obtain ballots to participate in the Designer's Choice category of the competition. After voting and returning the ballot, each registrant is eligible to win one of 12 IDCNY sweatshirts to be given away in a drawing after the event. Voters need not be present to win. The showroom winner of the Designer's Choice Award will be announced in CONTRACT's January directory issue coverage of the competition.

Official showroom judging will take place on Wednesday, October 7; Press Day at IDCNY. Judging criteria includes innovative design and display, creativity, lighting, product presentation, window display, color usage, etc. Prizes will consist of plaques and ribbons to be posted outside winning showroom entrances during the market. All winners will also be featured in color in a special editorial "winner's circle" in CONTRACT's January issue. Graphics award certificates are designed by Michael Bierut, vice president, Graphic Design, Vignelli Associates.

The panel of jurists consists of Joy E. Adcock, FASID, national president, ASID; Bernard Vinick, FASID, AIA, Vinick Associates; Joel Ergas, ASID, past president, New York Chapter ASID; and Susan Wood, IBD, national vice president.

For more information on the competition, please contact Bill Fellenberg, ASID, 1430 Broadway, New York, NY 10018; 212/944-9220.

IBD awards honors to 5 members, 3 friends for design services

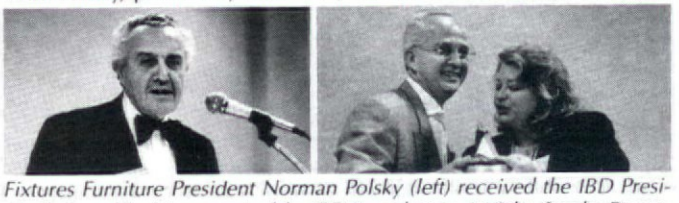
Chicago—The Institute of Business Designers (IBD) recently awarded its highest honors to five IBD members and three friends of the Institute.

Sandra L. Ragan, FIBD, IBD immediate past president, and James A. Ferguson II, FIBD, were both elected to the College of Fellows, the highest honor within the institute.

Orlando Diaz-Azcuy, IBD, was awarded the "Star Award" for outstanding contribution to the contract design profession. Diaz-Azcuy, a design principal and vice president of Gensler & Associates, designs both interiors and furniture. In 1986, he won the IBD/CONTRACT magazine Product Design Best of Competition Award for his Hickory Business Furniture chair series.

Ragan gave the President's Award to Harry Siegel, CPA; Alan Siegel, Esquire; and Norman Polsky, president, Fixtures Furniture in Kansas City, Mo.

Polsky received the Award for his consistent support of IBD and its Foundation. According to Ragan, he has led the way in philanthropic giving, building for the profession's future. The Siegels both received the Award for their contribution in establishing good business, legal, and accounting standards for the interior design profession. They have published a book, *A Guide to Business Principles and Practices in Interior Design.*



Fixtures Furniture President Norman Polsky (left) received the IBD President's Award for his support of the IBD Foundation. At right, Sandra Ragan, IBD immediate past president, presents the Star Award to Orlando Diaz-Azcuy, IBD, Gensler and Associates Architects, for his outstanding contributions to the contract design profession.

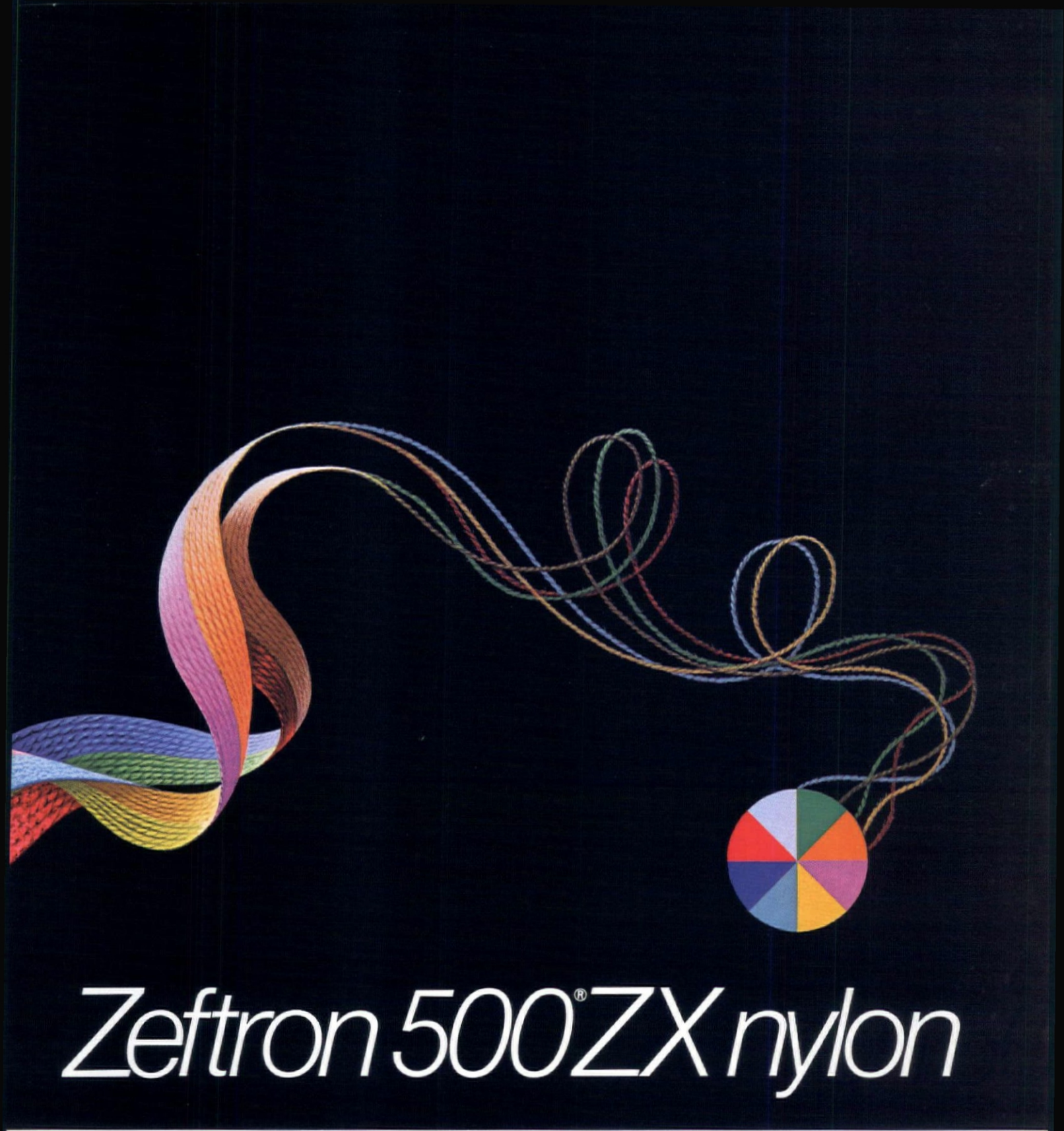
Andre Staffelbach, FIBD, received the Distinguished Merit Award for outstanding contribution by an IBD member. He has served as past president of IBD and NCIDQ.

Clara M. Smith, IBD, was given the Award of Recognition for Special Services, for service throughout her career with the Institute. She has helped establish five chapters nationwide.



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Contract Design Center expands at Showplace Square

San Francisco—The design community, industry leaders, and city officials joined in recent groundbreaking ceremonies for the 220,000-sq.-ft. expansion of the Contract Design Center at Showplace Square. The $27 million expansion is Phase One of an $85 million project of Bay West Development Co. that includes a 275-unit all-suite hotel, the Pan Pacific Market Building, restaurants, retail shops, services, and underground parking.

The Contract Design Center expansion will be joined to the existing building by a glass atrium, serving both as lobby and a focal point for industry activities. Buildings will be integrated for design continuity, traffic flow, and ease of accessibility. A glass-enclosed pedestrian bridge will connect the third floors as well. A sophisticated, high-technology building, the expansion will relate to today's design needs.

"We're almost into the Nineties and looking to the 21st Century," says Orlando Diaz-Azcuy, Gensler & Associates, a top member of the design team. "The best design today is leading edge, and that is the spirit in which this building has been designed and toward which it is focused."

Building highlights include white interiors; a 5,000-sq.-ft. banquet/meeting room that will seat 350 people; an adjacent food prep area; 250 car parking; and 10 business lounges where designers can meet with clients out of the showroom context. A graphics system along with color-coded floors will contribute to visitor orientation.

Regional chapters of the IBD, IFMA, IES, and the DLF (Designers Lighting Forum), will have headquarters offices at the Contract Design Center. ASID and NHFL have their chapter headquarters in the Showplace Square Design Center.

Charter tenants include Steelcase, GF Furniture Systems, and Ron Scheer & Associates (showing Krueger, Inc., Krueger International, Brueton, and Storwal).

Groundbreaking ceremonies were attended by Diaz-Azcuy; Leon Sugarman, building architect; and charter tenants.



The 220,000-sq.-ft. Contract Design Center at Showplace Square is Phase One of an $85 million project of Bay West Development Co. It will include an all-suite hotel, the Pan Pacific Market Building, restaurants, retail shops, and underground parking.

Merchandise Mart adds floor

Chicago—A new contract furnishings environment on the third floor of The Merchandise Mart will premiere in celebration of NEOCON 20 in June 1988.

The floor will include 200,000 sq. ft. of rentable space created by Booth-Hansen & Associates, Chicago. With this addition, five floors of the Mart will be devoted exclusively to contract furniture and related furnishings. The third floor will also feature computer-controlled elevators to connect all contract furnishings floors (3,8,9,10, and 11) plus a high-volume escalator for direct access to the second floor walkway which will connect The Mart to the Expocenter/Chicago and Apparel Center. The new walkway will be designed by architect Helmut Jahn, Murphy/Jahn, Chicago.

Gralla names Rizzo president

New York—Frank A. Rizzo has been named president and chief executive officer of Gralla Publications. In addition to CONTRACT, Gralla publishes 20 other business magazines and newspapers and operates 11 trade shows.

In making the announcement, Lord David Stevens, chairman of London-based United Newspapers plc, Gralla Publications' parent company, praised Rizzo's longstanding contributions to the firm and his management skills. Company co-founders Lawrence and Milton Gralla, will continue to be active with the firm.



Frank A. Rizzo, former CONTRACT co-publisher, has been named president, Gralla Publications.

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NOPA convention hosts programs for furniture dealers, October 20-24

Chicago—The National Office Products Association (NOPA) will offer several activities specifically for furniture dealers at its annual convention and exhibit, October 20-24 in Chicago.

An all-day workshop, "Profitable Furniture Renting and Leasing Opportunities," will explore how renting and leasing programs can improve dealer profit margins. A team will discuss step-by-step procedures for establishing a successful rental department and relate how dealers can establish their own leasing companies as an alternative to third party leasing companies.

Instructors for the October 20 workshop, to be held from 8:30 a.m. to 4:00 p.m., are Ron Beck, president, Action Business Equipment, Indianapolis, Ind.; John Sample, president, Business Interiors, Arlington, Tex.; and Andy Stern, president, Stern Office Furniture, Capitol Heights, Md.

Both of NOPA's peer group forums for furniture dealers—the Budget Furniture Forum and the Contract Furnishings Forum—will meet on Wednesday, October 21. Convention program activities will be held at the Hyatt Regency. Also on Wednesday, Chicago's Merchandise Mart will be open to all registered convention attendees with busses running between the Hyatt Regency and The Mart.

After two days of business sessions and industry workshops at the hotel, the show moves to McCormick Place on Thursday, October 22. Over 800 exhibitors in some 300,000 sq. ft. of exhibit space will display supplies, furniture, machines, equipment, computers, and accessories for traditional and fully-automated offices.

Among the workshops and sessions applicable to the contract furnishings industry are: NOPA Workshop #5—Critical Industry Issue: Emerging Trends in Distribution;" NOPA Alert Session #1—"Bar Coding: Solving Warehoue Problems;" NOPA Workshop #8—"How to Set Up a Contract Sales Program." On Friday, October 23, NOPA will hold a Past President's Breakfast. The convention and exhibits will continue through Saturday until 4 p.m.

For NOPA Show registration information, contact NOPA's Conventions and Exhibits department at 800/542-NOPA. In Virginia, call 800/642-NOPA.

In Chicago, SMPS convention focus is business, marketing

Chicago—The Society for Marketing Professional Services (SMPS) will focus on "Winning Better Business" and how to translate it into bottom line success at its national convention in Chicago, September 30-October 2.

The convention will feature panel discussions and workshops on timely marketing and business issues, such as "Surviving in a Down Economy" and "The Changing Public Sector Market." Panelists will include representatives from the U.S. Postal Service, the U.S. Air Force, the Strategic Defense Initiative, as well as management consultants Mardy Grothe, Ph.D. and Peter Wylie, Ph.D., authors of the book, *Problem Bosses: Who They Are and How to Deal With Them.*

Featured speaker at the convention will also include D. Quinn Mills, professor, Harvard Business School; and author of *The New Competitors* and *Industrial Relations in Transition.*

SMPS is devoted exclusively to marketing services of people employed in architectural, engineering, landscape architecture, planning, interior design, and construction management firms. For registration information write Margie Anderson, SMPS 801 N. Fairfax St., Alexandria, VA 22314; or phone 800/292-SMPS.

Book, Rogers III elected BIFMA directors

Grand Rapids, Mich.—Kenneth M. Book, president, The Gunlocke Co., Wayland, New York; and Weldon Rogers III, president, EckAdams Corp., St. Louis, Mo., were elected to the board of directors of BIFMA, the Business and Institutional Furniture Manufacturer's Association. At the same election event, William J. Nielsen, president, Westin-Nielsen Corp., St. Paul, Minn., was re-elected to the board.





Kenneth M. Book, (left) president, The Gunlocke Co. and Weldon Rogers III, (right) president, EckAdams Corp., were elected to the BIFMA board of directors.

Book became president of The Gunlocke Co. in 1980 and one year later purchased the company from Sperry and Hutchinson, with three other managers. Rogers has been chairman of the board of EckAdams since 1977.

Dallas Market Ctr. to refocus CONDES

Dallas—In response to the current marketplace and through discussions with members of the design community, CONDES, (the annual contract design market) at the Dallas Market Center (DMC), will be refocused into a series of events for the industry, according to Kelly Hardage, executive vice president, design centers at DMC.

"This decision was made on the basis that business can be better served by spreading our design industry events out over time," says Hardage. The 1988 year-long program to promote the contract showrooms of the Design District will be comprised of quarterly events to include educational seminars, industry innovations and directions, and product introductions.

For additional information concerning programming, contact Lori Bilbo, public relations director, at 214/749-5412.

Bourque elected IBD president

Chicago—Michael H. Bourque, IBD, principal and vice president, Earl R. Flansburgh + Assoc., Inc., has been elected National President, IBD. He will serve a two-year term which began in July. Bourque joined Flansburgh + Assoc., a 70-person multi-disciplinary design firm in Boston, in 1979 as director of Space Planning and Interior Design. In his 17 years of professional practice he has been responsible for the design of over 3,500,000 sq. ft. of office space for national and regional businesses and corporations in Washington, New York, and Boston.

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Researchers conduct first salary survey

New York—The first sales compensation study of the contract furnishings industry was conducted by The Viscusi Group, Inc., an executive search firm, and Radley Resources, a marketing research firm.

Of the more than 1,700 regional managers, sales managers, and sales representatives surveyed, the study revealed that most are well-educated and under 40 years of age, 75 percent have compensation plans made up of salary plus commission and/or bonus, and two percent are paid by base salary only.

The survey also revealed that approximately 75 percent of salespeople make $40,000 plus per year; 45 percent earn between $40,000-60,000; and close to 30 percent earn between $60,000-100,000. Fewer than 10 percent earn a six-figure salary.

The survey is available for $195 by contacting Radley Resources, 511 North Ave., Garwood, NJ 07027; 201/232-1600.

New showrooms: High Point showroom for Chartwell Group

Chartwell Group, Ltd. announces its selection of the New York architectural firm, Salsano Associates to design its new 29,000-sq.-ft. showroom at the Commerce and Design Building in High Point, N.C. . . **Stark Carpet** has moved its Atlanta showroom in the Atlanta Decorative Arts Center to larger accommodations at the same address . . **Koch & Lowy Luminaires** has opened its new Dallas showroom in the World Trade Center . . **Alno Kitchens** opens its new showroom at the Boston Design Center in September . . . **Traditions in Tile, G. Underwood,** and **French Tradition, Inc.** have all recently opened showrooms at the Atlanta Decorative Arts Center . . . The opening of **Interna Designs'** new New York showroom, designed by Adam Tihany, will coincide with Designer's Saturday and the October Market . . . **Artifacts, David Fins & Co.,** is the new name for the David Arnold International showroom in the DCOTA . . . **CorryHiebert** is opening a 3,000-sq.-ft. showroom and **Supreme Equipment & Systems Corp.** will occupy 1,700-sq.-ft. in the Boston Design Center . . . **Modern Mode** will open its new showroom at the IDCNY during Designer's Saturday in October . . . **Design-Technics,** producer of ceramics, table lamps, and floor and wall tiles has opened a 1,200-sq.-ft. showroom on the 11th floor of the A&D Building, New York . . . A new 12,000-sq.-ft. showroom, featuring top furniture lines, will open in September at **ADAC West** . . . **The Pace Collection** has a 4,000-sq.-ft. space in the Dallas Design District, moving from its current Dallas World Trade center.

Birtcher to manage Dallas Design Center

Laguna Niguel, Calif.—The Dallas Design Center will now be managed by Birtcher, a Southern California development firm.

Birtcher developed the 750,000-sq.-ft. Pacific Design Center in Los Angeles and the 215,000-sq.-ft. Design Center South in Laguna Niguel, Calif.

Located in the heart of Dallas' design district, the Dallas Design Center currently houses 15 major design showrooms. Sharon Burnell, marketing representative for Design Center South, will be relocating from Laguna Niguel to manage the Dallas project.

For more information, please contact Marty Swenholt, Design Center South, 714/643-2929.

NHFL/200 Lex sponsor blood drive

New York—In an effort to help ease the severe New York blood shortage—even more significant with the current AIDS crisis—the National Home Fashions League, New York Chapter, and the New York Design Center ("200 Lex") have created the NHFL/ 200 Lex Drive for Life Blood Reserve.

New York Blood Services will be set up at 200 Lex on Tuesday and Wednesday, October 13 and 14, from 11 a.m. to 4:30 p.m. Sign-up for time slots will begin September 16 and will continue through October 10. The New York Design Center shuttle bus will run to and from designated pick-up points in Manhattan. For more information, contact Pat Chapman, 212/929-4325.



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Competitions: ASID supports Halo/Metalux contest

• **Applications are now being accepted for the Twelfth Annual Halo/Metalux National Lighting Competition,** sponsored in association with the American Society of Interior Designers (ASID). Entries must be either contract or residential interiors that exclusively use Power-Trac, the Halo track lighting system, or Halo Incandescent Downlighting, or Metalux Fluorescent lighting systems. All professional, associate, and student members of ASID are eligible, with prizes ranging from $500 in the student categories to $1,500 in the professional and associate categories. Winners will be highlighted at the 1988 ASID National Conference, Washington, D.C. Deadline for entries is May 27, 1988, but all entries postmarked on or before April 29, 1988, if selected as winners, will earn a 50 percent cash bonus award. For complete information contact The Hanlen Organization, 401 North Michigan Avenue, Chicago, IL 60611.

• **General Electric Announces the 1987 Edison Award Competition,** now open to lighting professionals who use a significant number of GE lamps in a lighting design project. A panel of five judges representing the American Institute of Architects, the American Society of Interior Designers, the International Association of Lighting Designers, the Illuminating Engineering Society of North America, and the General Electric Company will determine the awards. All installations completed during the calendar year of 1987 are eligible and must be received no later than January 30, 1988. For further information, write Mr. F.F. LaGiusa, General Electric Company, Nela Park #4162, Cleveland, OH 44112.

Decorative Arts Center unveils new lobby

New York—An anchor for the Manhattan design district for decades, the Decorative Arts Center at 305 East 63rd unveiled its new intricately-designed marble lobby recently. As part of a renovation project creating a new look and feel for the building, it reflects vibrant design, according to Bernard H. Mendik, president, the Mendik Co., property owner of the Center.



The new Decorative Arts Center lobby at 305 East 63rd St., New York City, unveiled recently, reflects a vibrant marble design.

The lobby, designed by Ernest P. Castro, lends itself to rotating public exhibits ranging from sculpture and architectural drawings to photographs. DAC has launched a graphics program with contemporary logo design for use in advertising and promotional pieces. The lobby is open for viewing during business hours.

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ASID/IBD address licensing in Seattle

Seattle, Wash.—A group of 300 design professionals attended a recent program at the Design Center Northwest conference center entitled "Licensing for Interior Designers."

Co-sponsored by IBD Pacific Northwest Chapter, ASID Washington State Chapter, and Design Center Northwest, the program featured Clara Smith, IBD national vice president of education; Jim Mezrano, ASID, chairman of ASID National Title Registration Committee; and Moderator Walt Brown, president/publisher of *Designers West* magazine.

A lively question-and-answer session concluded with the following points: 1) The goal of licensing is to protect the health, safety, and welfare of the general public; 2) Licensing will not limit the practice of design professionals, nor bring restraint of trade to the industry; and 3) Interior design licensing is an overall industry event affecting all design professionals and related industries. A feeling of solidarity emerged as design professionals signed up for an interior design coalition to work toward licensing. Subsequent programs will be presented to the Northwest designers as the issue evolves.

NRA appoints new committee directors

Washington, D.C.—Michael J. Grisanti, chairman of the board and president of the National Restaurant Association (NRA), has appointed several board members chairpeople of the committees directing the activities of the association. **Audit:** Joseph K. Fassler; **Bylaws:** Stephen E. Elmont; **Communications:** Harry A. Klingeman; **Convention:** John C. Metz; **Finance:** Harris "Bud" Rusitzky; **Government Affairs:** Richard E. Marriott; **Industry Image/Human Resources:** John F. Cauley, Jr.; **Investment:** James H. Maynard; **Membership:** William H. Latham; **Nominating:** Kenneth Hill; **Pension & Employee Benefits:** Stephen M. Huse; **Political Action Committee:** Ralph O. Brennan; **Political Education:** John R. Farquharson; **Research:** Richard C. May; **State Relations:** Paul W. Lazar; **Task Force, Exchange Directors:** Richard E. Cregar; **Task Force, Public Affairs Conference:** Robert S. Wood: **Task Force, Monterey Wine Festival:** Michael Hurst.

DLF will tour N.Y. Museum

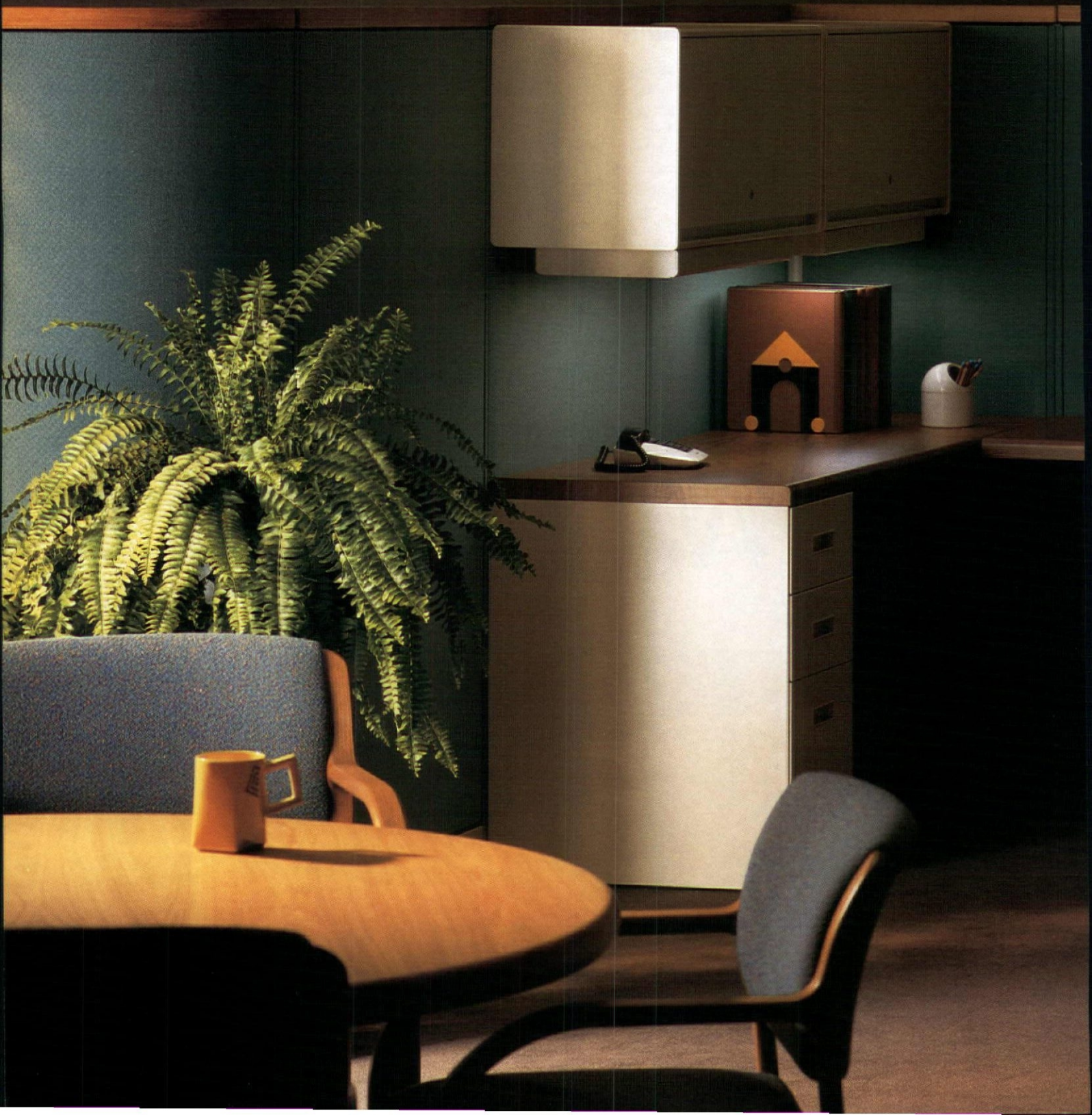
New York—The Designer's Lighting Forum of New York, Inc. (DLF) will host a tour of the lighting renovation area of the American Museum of Natural History on September 30. A presentation by lighting designer Joanne Lindsley will be offered in conjunction with a meeting of the New York chapter of the Illuminating Engineering Society (NYIES). The event will begin at 5:30 p.m. at the museum, Central Park West & 79th St., and will be chaired by William Riegel. For more information, call 212/534/1711.

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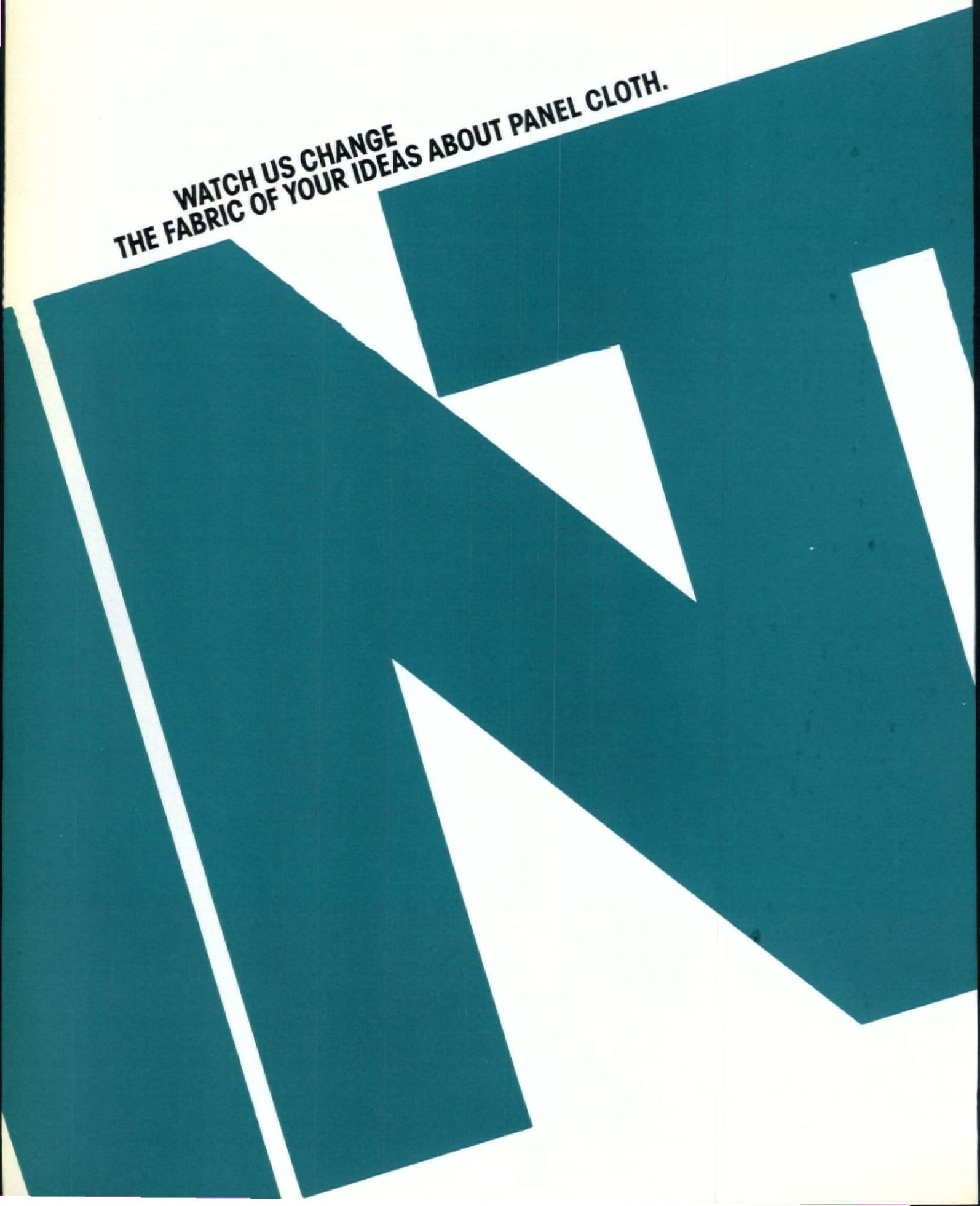


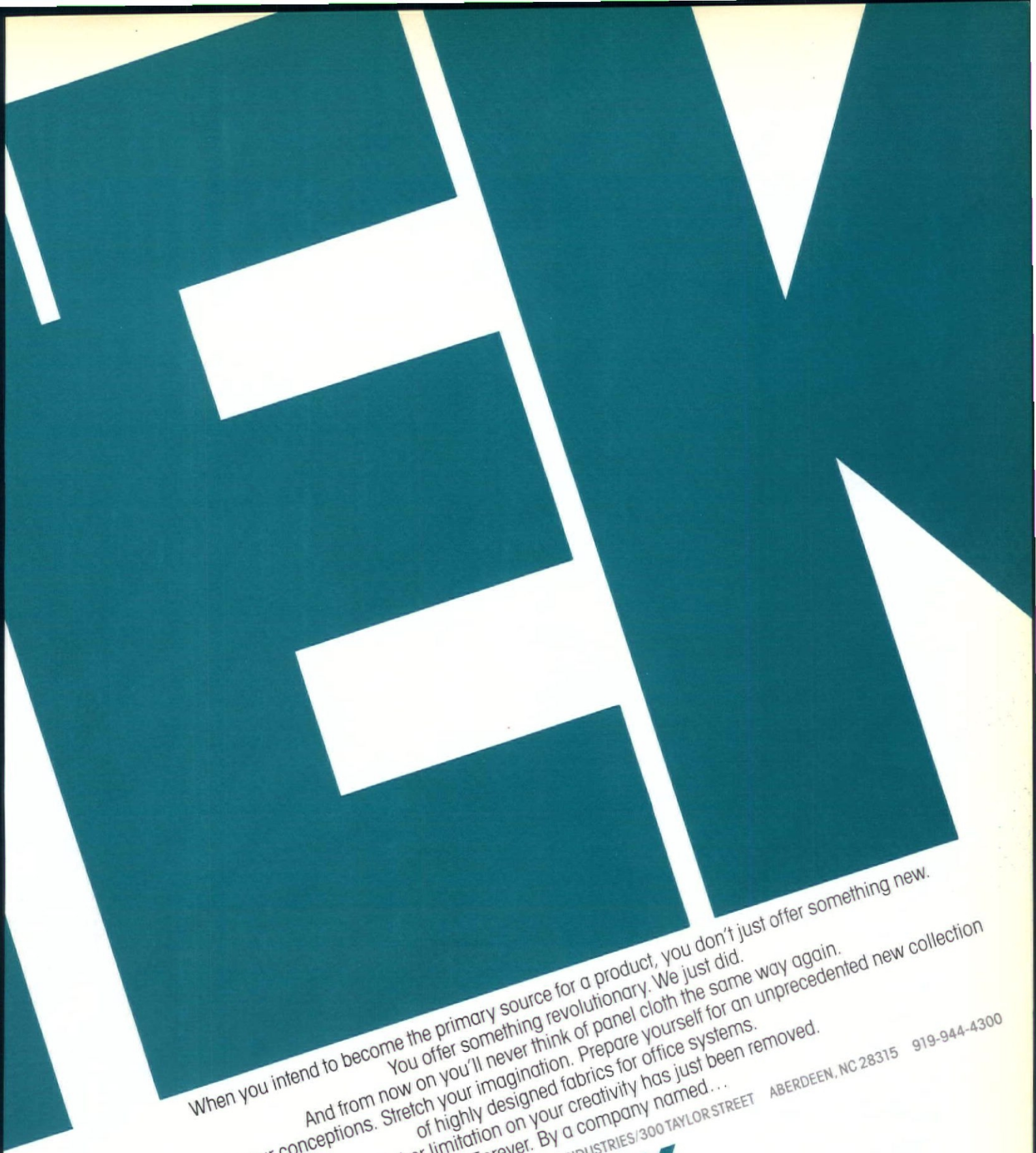
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Economy-minded design firms pare down staffs, yet broaden services

If the seeds for the future are laid in today's business practices, then small and large design firms focusing on human resources development, promoting leaner staffs, and developing savvy marketing know-how will be survivors into the next decade.

So reports a survey recently conducted by the *Professional Services Management Journal* (PSMJ) and *A/E Marketing Journal* (AEMJ) which predicts the near-elimination of the mid-sized A/E firm (of 35 to 75 employees) by 1997. Large firms and small, "boutique-style" firms will continue strong. High costs and increased pressure on fees will result in leaner staffs operated more efficiently by managers who are attuned to skillful marketing practices—both internally within the firm and externally with the client.

- ***Mid-sized A/E firm eliminated by 1997***
- ***Large/small firms continue strong***
- ***Leaner staffs predicted for all firms***
- ***Marketing expertise gains importance***
- ***Human resources programs proliferate***

(As reported by a recent survey of the Professional Services Management Journal *and* A/E Marketing Journal*)*

The survey, described as a qualitative assessment of emerging design practices by independent researcher Stephen A. Kliment, a publishing and editorial consultant working for PSMJ and AEMJ, included hour-long telephone interviews with 20 senior principals of architectural, engineering, and interior design firms nationwide. Size of firms ranged from a staff of 12 to large firms employing hundreds of professionals. The phone call search was preceded by an outline mailed to participants describing eight areas for discussion—the workplace, profitability, the client, marketing, markets, changing roles of firm personnel, ownership/firm organization, and project management.

Among findings of the grassroots poll was the prediction that firms will pay greater attention to selection, training, and career planning for design professionals and technical employees. But, permanent staffs will be streamlined, with a resulting heavy reliance on the services of outside independent contractors.

Marketing broadens

As a result of ever-discerning facility managers who relate to the people side of the business and not so much to its product, marketing presentations will become less dog-and-pony show and more frank conversation between clients and A/E firms.

In concert with clients' growing sophistication, the survey continues, extensive documentation and record-keeping will be among their demands, thus raising the cost of marketing, which will come to be handled more by top principals.

Respondents to the survey also pointed to the reorganization of the marketing role in the industry. National account managers will be used to cultivate relationships with top facility managers at large corporations and agencies. Through this means, access will be given to regional and branch executives of the corporation.

Underpinnings of successful design marketing programs will include networking, stress on capturing remodelling and reuse projects, and minimizing slick promotions. For those staff who can sharpen skills in this area, career paths will open up, leading to senior positions within the firm. According to a 3D/I spokesman who is quoted in the survey, "What do you call somebody who consistently sells for the company? . . .'Sir!'"

More project management

As facility managers grapple with rising costs of facility maintenance, equalling 25 percent of assets, outside professional management services will be welcomed. This will be a trend for large and small corporations. A/E firms will be paid by annual contract for these kinds of services.

Other client demands will come to include emphasis on contract administration and field inspection—equalling 30 percent of the fee. Quality assurance and control procedures will become more formalized.

And, in the area of fees, clients will select firms on the basis of fee prevalently. Fees based on percentage of construction will dwindle. Hourly, unit basis, or cost-plus fee schedules will become common.

Full details on the survey, which is available for $25, can be obtained by writing PSMJ, P.O.B. 11316, Newington, CT 06111.—*R.W.*


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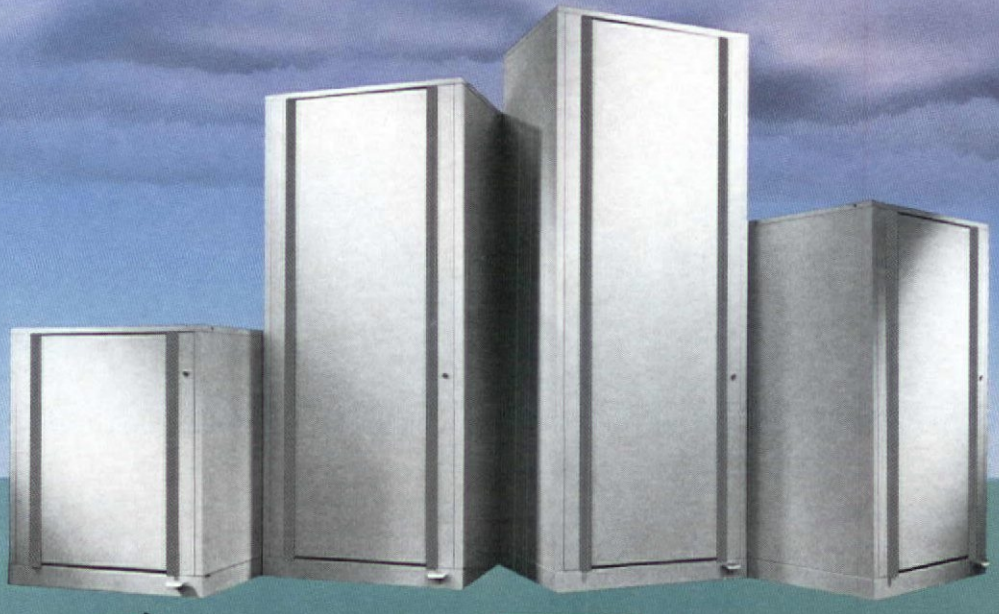
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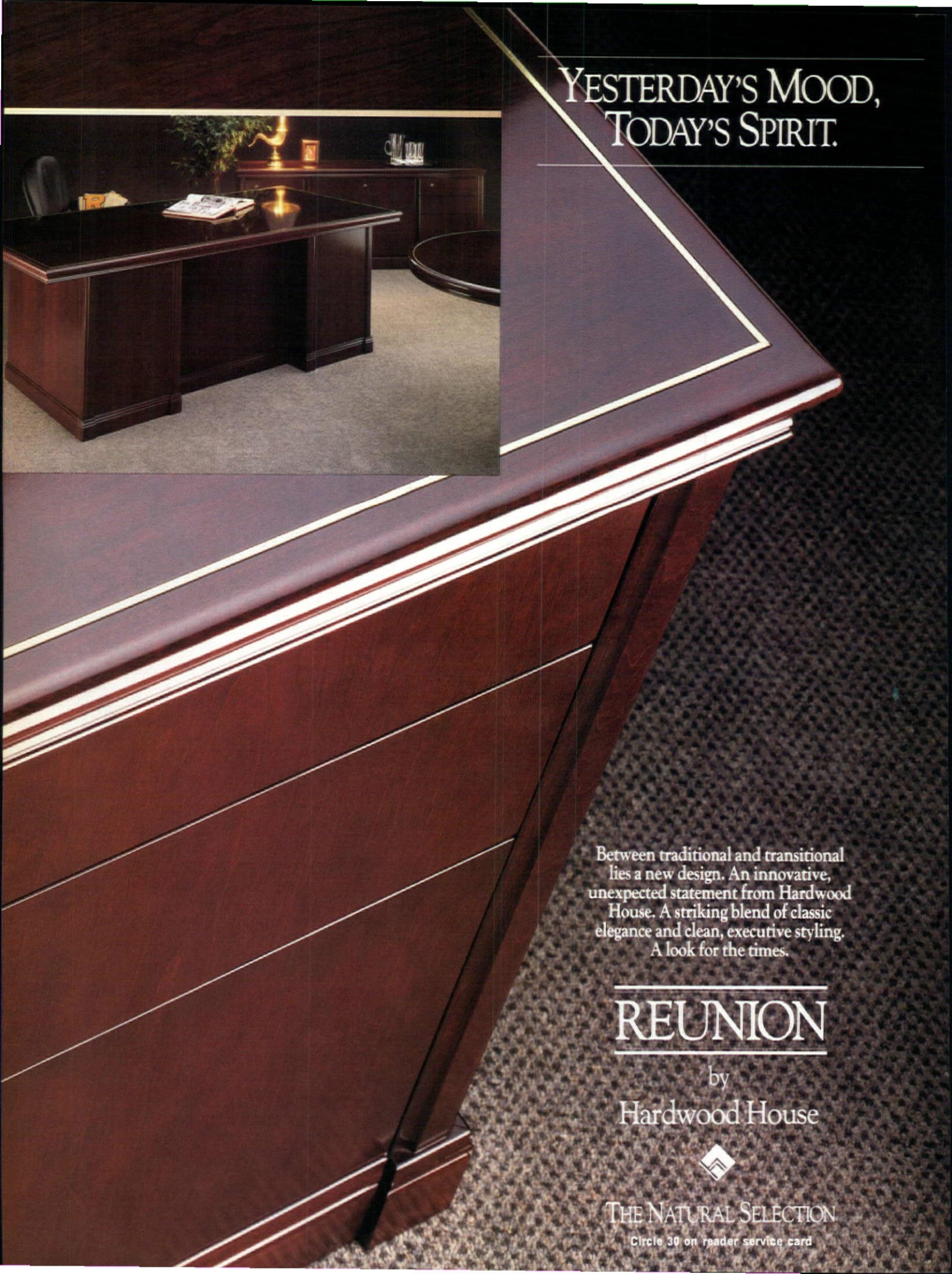
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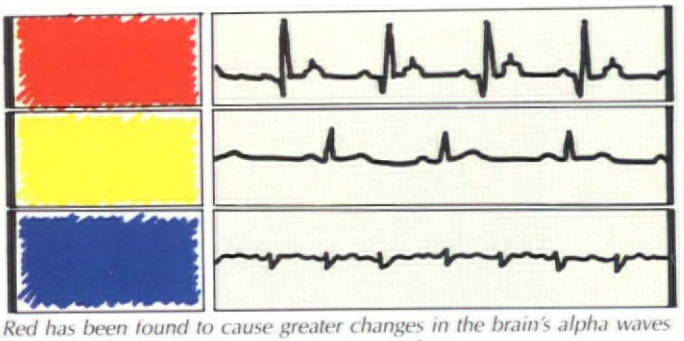
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By Sara O. Marberry



Believe it or not, the body does respond to color



Red has been found to cause greater changes in the brain's alpha waves (measured by an EEG) than blue, green, or white.

Scientific data proving the physiological effects of color upon humans reads a little like the incredible stories in "Ripley's Believe It Or Not." Although a fair amount of research, books, and articles have been completed by notable color authorities and scientists on the subject, most experiments documenting color's effect on the human body are still open to interpretation. Much of what is said about color and human response can still be considered pure theory.

Still, large attendance at industry seminars on color, as well as enthusiastic responses to this column, indicate a great interest among interior designers and architects in understanding both the physiological (body) and psychological (mind) effects of color on humans. In terms of using color in interiors, an understanding of these issues may be the next criterion by which to judge design.

Color's effect on the body

In general, physiological effects of color are easier to document than psychological effects. Color and light have been used in healing practices for decades, as in the treatment of jaundice with visible blue light. Our bodies also need exposure to ultraviolet, or full-spectrum, light each day for good health.

California designer Antonio Torrice, ASID, has analyzed Kirlian photography and found that certain colors correspond to various parts of the body (*see Color Line, February 1986*). Torrice has found success in the treatment of illness by using colors that are sympathetic with the part of the body that ails. Noted color authority Faber Birren discusses this phenomenon of the human aura in his book, *Color and Human Response*, describing the body's electromagnetic fields which produce energy that seems to correspond to, or be affected by, color.

In a recent article for Stark Ceramics, color consultant Barbara Schirmeister, ASID, wrote that several experiments have shown that color affects blood pressure, pulse, and metabolic rates, as well as brain activity and biorhythms. Some of these experiments were reviewed by psychologist Peter K. Kaiser several years ago, including EEG (to measure brain waves), galvanic skin response, blood pressure, heart rate, respiration rate, eyeblink frequency, and oxiometry (blood-oxygen saturation). Red was found to cause greater changes in the brain's alpha waves (measured by the EEG) than blue, green, or white. Kaiser also found that some studies show a stronger galvanic skin response to red than other colors. Blood pressure was higher in some experiments when observers viewed red rather than white, but white drew a higher blood pressure response than blue.

Kaiser concluded that there are definite physiological responses to color, but was skeptical about whether they are nonvisual responses. He suggested that physiological responses to color may indeed be "cognitively mediated," or that people make certain associations with various colors which results in mental events which trigger physiological responses.

Birren backs up this "psychosomatic" theory of color's effect on humans, pointing out that many physical ailments are brought on by mental distress. He also observes that color effects are temporary, implying that responses may also be temporary.

Glandular response to red

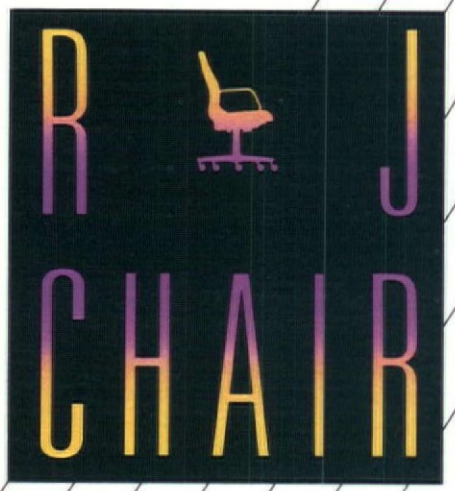
In his book, *The Wagner Color Response Report*, color researcher Carlton Wagner reports that there is a glandular response to red that causes increased levels of adrenaline. Research done for a paper by I.S.K. Reeves V, AIA, president, Architects Design Group of Florida, supports this, noting that red and green, being at opposite ends of the color spectrum, produce noticeably different physiological responses. Wagner's research backs this up, claiming that the color "cardiac" blue causes the brain to secrete 11 tranquilizing hormones into the body.

According to Wagner, the electro-chemical process involved in vision works faster for yellow than any other color. This means that we see yellow "first" before any other colors. Light and color also affect the neurotransmitters in the brain, the chemicals which transmit messages to nerves and muscles. For example, vivid pink causes the brain to secrete norepinephrine, a chemical that inhibits anger-enhancing epinephrine. Schirmeister writes that, "although skeptics abound, it is believed that this helps explain why violent or agitated people become calm when placed in rooms with 'passive pink' walls."

It is well-documented that there is a physiological phenomenon that causes a complementary afterimage of colors. Looking at one color for a period of time and then looking at a white wall causes a "ghost" image of the complementary color to appear. This is the reason for "eye-ease" green in hospitals; the afterimage of red (the color of exposed body tissues) is green. Using complementary colors in an intense environment such as this helps to retain good vision over a long period of time.

Believe it or not, what all this "evidence" means for interior designers and architects, is that color in interiors does have some effect on humans. Although further research is needed, careful selection of color and variety of its use can be shown to influence productivity and response in all types of environments.

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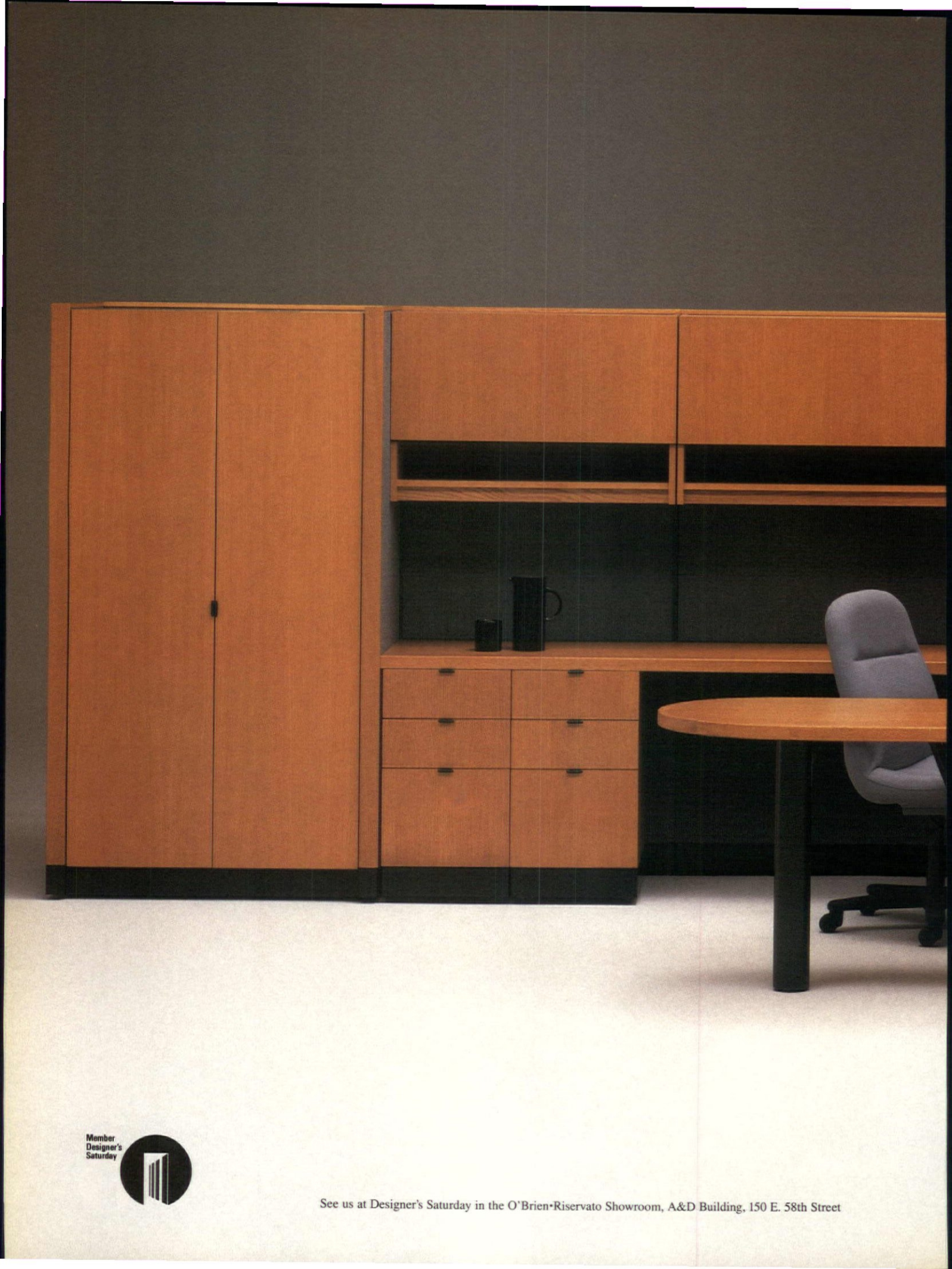
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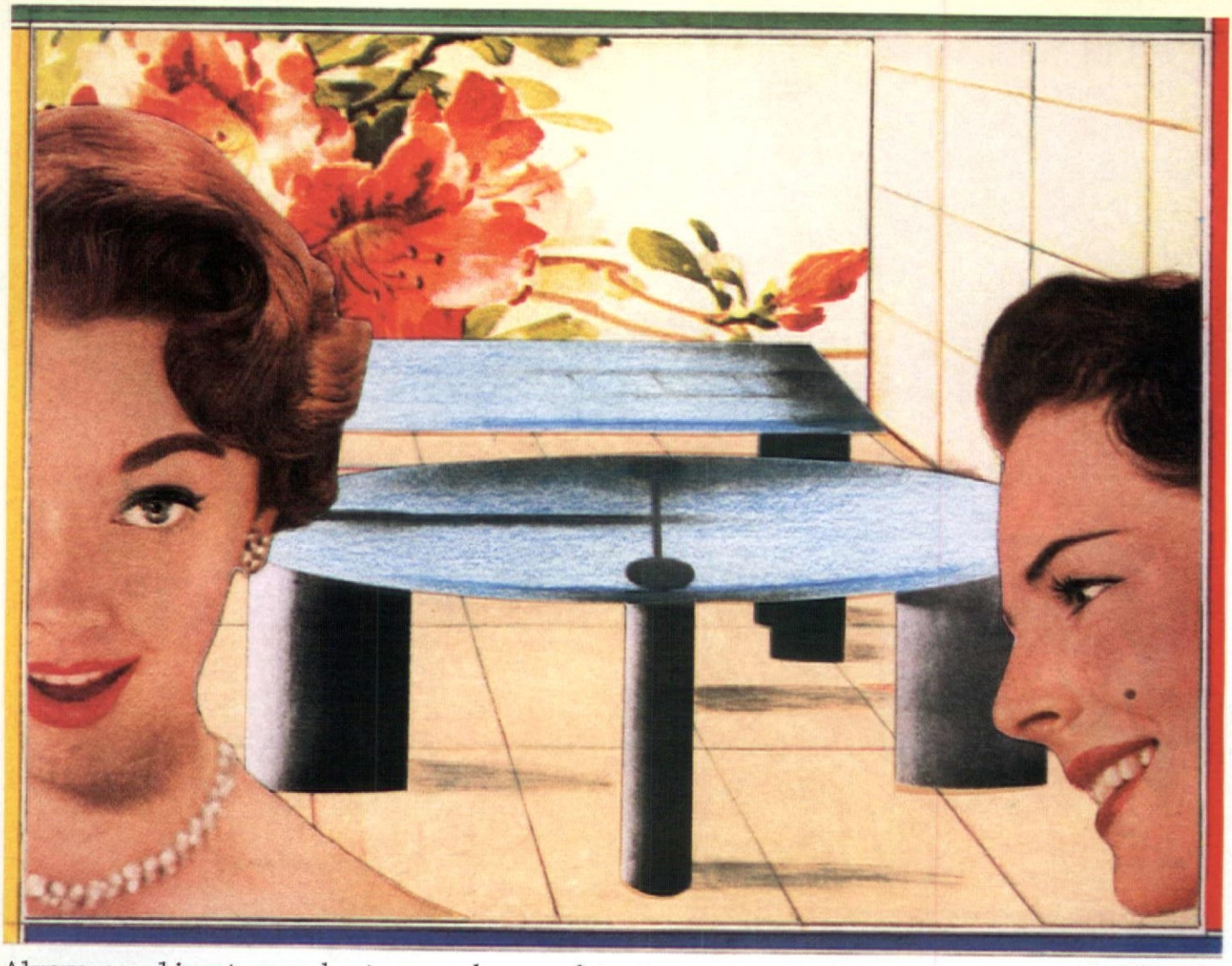


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by Eileen McMorrow



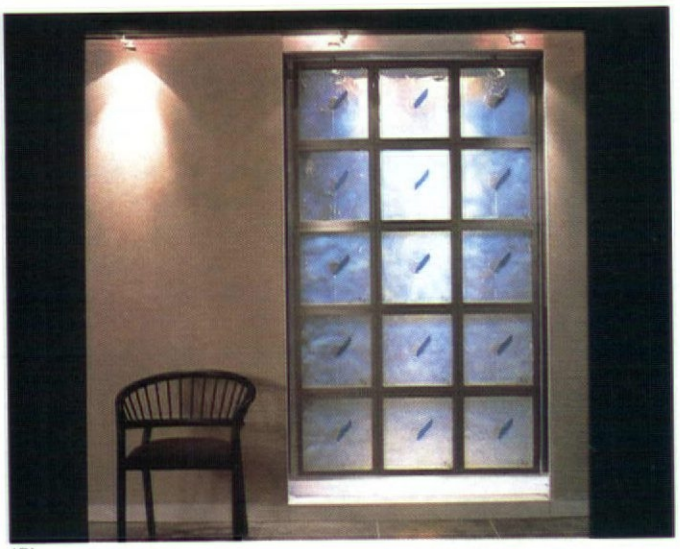
Innovative solutions abound in New York lighting showrooms

While Designer's Saturday always brings a wealth of new, innovative furniture and textile products, there are also lighting product and lighting design introductions that require some additional attention. The first annual IDCNY Fall Market and the 20th annual Designer's Saturday provide lighting designers and specifiers with an ideal opportunity to inspect lighting introductions.

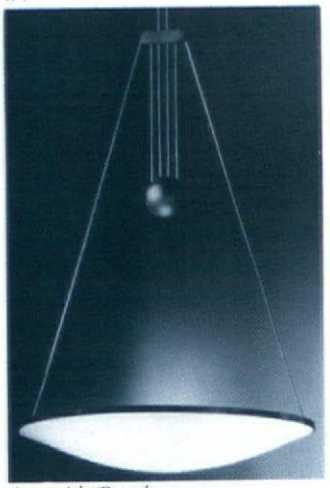
Since Lighting World International was held at the Jacob Javits Convention Center in New York last May, manufacturers and distributors can benefit from the dual opportunity this year offered by an expanded New York fall market to captivate the attention of New York area designers with products which may have been overlooked initially due to the grand scale of the Lighting World event.

Only two of the lighting firms considered in this column are actual members of Designer's Saturday, while others will be represented in IDCNY showrooms during that mart's fall market. It should be remembered that lighting showrooms are disbursed throughout Manhattan, and showrooms will be holding a variety of events or will simply be hosting "open house" to allow specifiers to explore the latest developments.

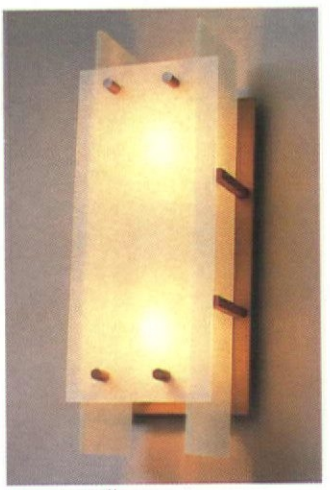
The following companies with New York showrooms were selected at random from CONTRACT's March 1987 Lighting Directory which is scheduled to be updated for August 1988. The lighting manufacturers and distributors are: Artemide, Atelier International, Murray Feiss, Innovative Products for Interiors (IPI), Jac Jacobsen, Koch & Lowy, Lightolier, Lighting Collaborative, Dennis Miller Associates, and Poulson Lighting at Lighting Associates.



IPI



Artemide/Rezek



Dennis Miller



Atelier International



Koch & Lowy

Artemide, manufacturer of contemporary and innovative lighting under its own brand name, also distributes **Ron Rezek** and **Luce Plan** lines. In its own line, the Tolomeo fully adjustable task lamp designed by Michele De Lucchi and Giancarlo Fassina will be shown. Ron Rezek's line will offer Celeste, a suspension lamp designed by Rezek, providing reflected and diffused light. Trama, designed by Luciano Balestri and Paola Longhi, is also a suspension lamp with a 300 watt halogen bulb, available through the Luce Plan. All products will be shown in the **IDCNY Center One fifth floor** showroom.

Atelier International's Butterfly Wall Sconce alights walls radiating variable-intensity light through both frosted glass and woven fabric diffusers. The unique fan shape was designed by Italian architects Afra and Tobia Scarpa. Lighting effects are varied by opening or closing the white fan-shaped fabric diffuser or by repositioning the lamp on its central axis. Literature and specifications are available at the **IDCNY Center Two** showroom.

Combining opal glass, acrylic, and gold in a five-light electric chandelier, **Murray Feiss Corp.** creates a modern and traditional effect, ideal for hospi-

(Continued on p. 60)

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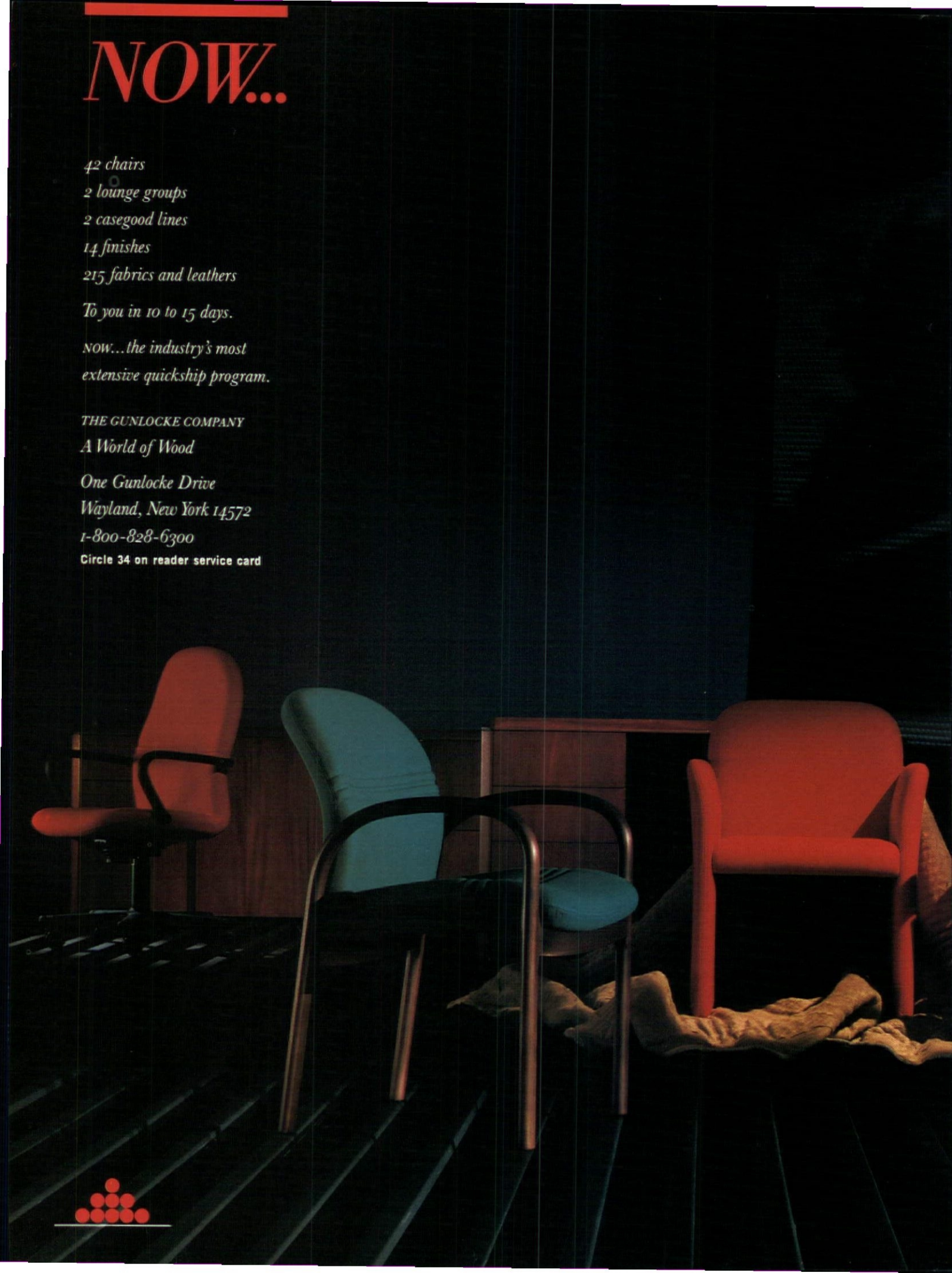
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Fall Market appeals to lighting specifiers



Poulsen Lighting

(Continued from p. 57)

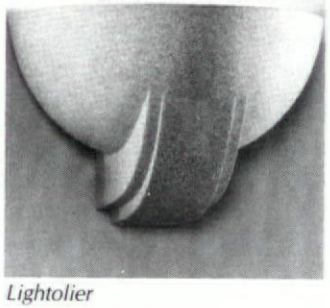
tality usage in its F1080/5 chandelier. Five down lights of mouth-blown rigadine white glass accent the 24-karat gold frame with acrylic accessories. It can be seen in room 203 of the **230 Fifth Avenue** showroom.

Using the power of artificial light or natural daylight, Leucos Formelle Glass Tiles create beautiful interior spaces when light flows through. Designed for Leucos by Roberto Pamio, the tiles are exclusively distributed by **Innovative Products for Interiors (IPI), IDCNY Center Two**.

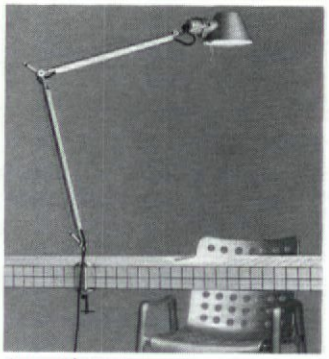
Formelle is a collection of individually handmade venetian Murano glass tile offered in various shapes, sizes, colors, and patterns. Available in insulated, shatter-proof, or bullet-proof tile, they can be used as room dividers, skylights, windows, or doors.

Luxo, a subsidiary of **Jac Jacobsen Industries, Inc.**, markets over 200 types of task lighting for commerce, industry, and the home. Among the fixtures on exhibit at the **979 Third Ave. fifth floor** showroom, will be LIL-E, a compact lamp which transforms any environment with brightness. It swings 360 degrees, uses a 40-watt appliance bulb, and is available in eight colors.

High-tech wall sconces of the future appear to be what designer J. Philippe Zampol had in mind when he created the Pharaoh P-65 or W-65 sconce for **Koch & Lowy**. With a white acrylic shade and black or aluminum base, the fixture takes a PL13 watt lamp with an on/off switch on the backplate. It can be seen at the **200 Lexington Ave.** showroom between 32nd and 34th Sts. on the 14th floor.



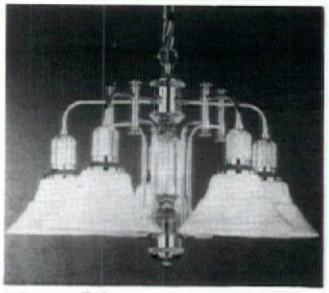
Lightolier



Artemide



Luxo



Murray Feiss

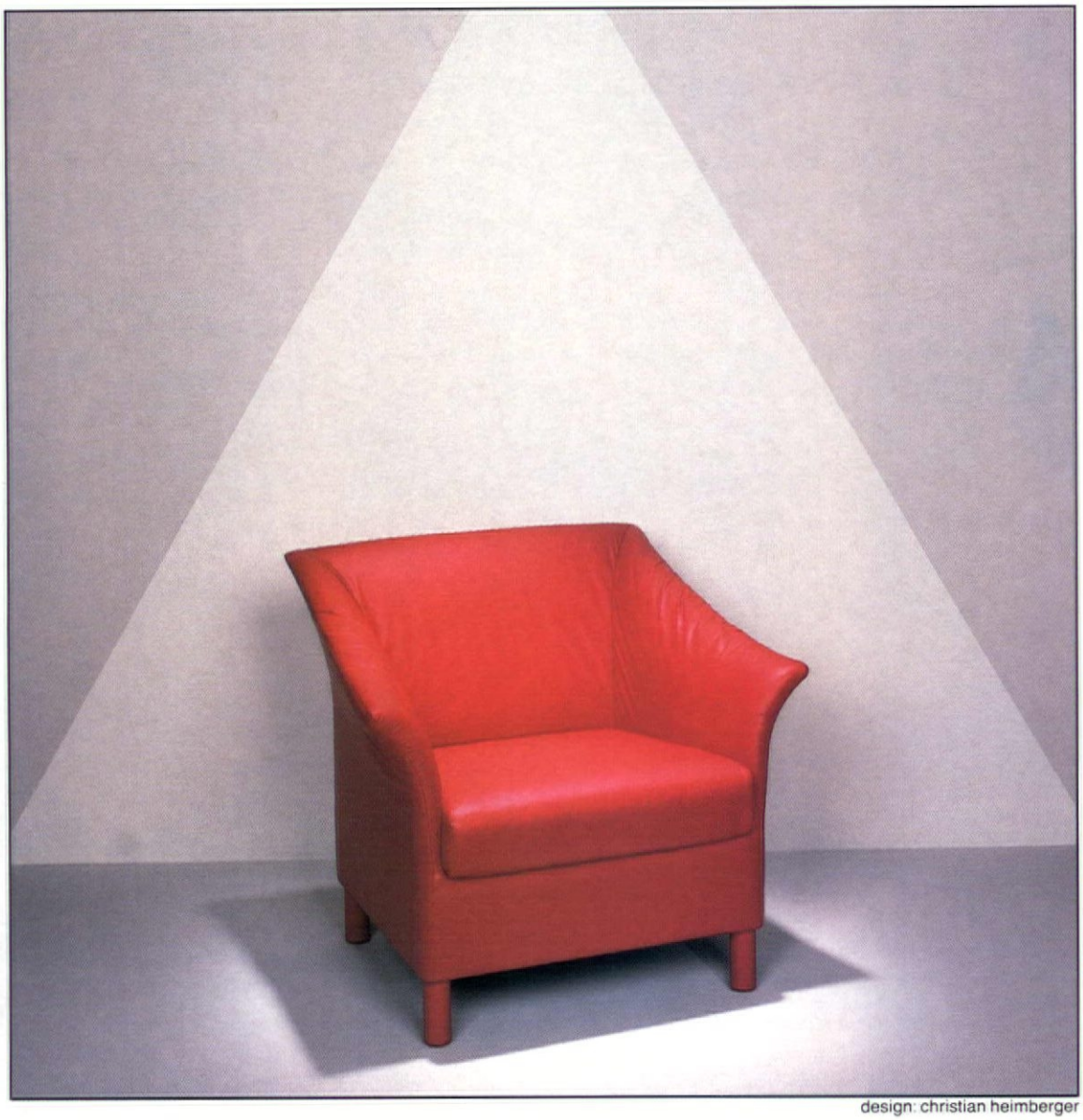
Lightolier offers a decorative series of faux-stone fixtures with Egyptian motifs shaped like classic urns, open tiers, and hemispheric curves. Architecturally sculptured, the fixtures feature a distinctive textured finish in hanging pendant, wall sconce, and shelf bracket models. Each faux-stone fixture is available in white, beige, gray, and dark gray anthracite. They can be seen at the Lightolier showroom at **1071 Avenue of the Americas.**

Lighting Collaborative offers a range of architectural and decorative fixtures. The showroom at **119 West 23rd St., Suite 502A**, features lighting products focused in a real-life situation like a hospitality living area or art gallery.

As part of a collection of wall sconces in contemporary and neo-classical styles, the Hyperion Sconce by Marc Nugent reflects early 20th Century designs in its marriage of material and form. Lighting products are part of a collection of production furniture, lighting, textiles, rugs, and tiles by American designers, available through **Dennis Miller Associates at 72 Fifth Ave. at 13th St**. The frosted glass sconce is available with a choice of metal supports and plate, including anodized aluminum, brass, or a combination of metals.

The Louis Poulsen line of lighting fixtures created from a series of reflector shades, reflecting panels, and concealing cones is on display at the **Lighting Associates** showroom at **305 East 63rd St**. The PH Artichoke, designed by Poul Henningsen, has an arrangement of overlapping reflecting panels (artichoke leaves) of lacquered copper or white aluminum. Another Henningsen design, the PH Louvre, has a system of graduated reflector shades and concealing cones supported by four chromated brass supporting struts. Other PH fixtures are also shown.

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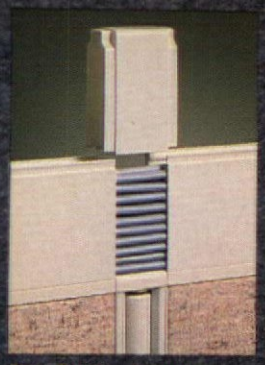
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By Elizabeth Olarsh



Exploring uses of the computer in designing & weaving fabrics

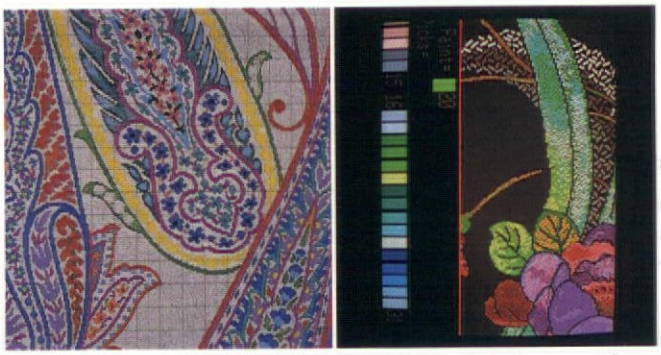
Computer-Aided Drafting and Design (CADD) systems—virtually non-existent five years ago—have spread so rapidly among interior designers that approximately three quarters of the top 100 design firms are now CADD-equipped. Similarly, the computer has entered the manufacturing arena, with many companies using sophisticated techniques to create products for the market and provide custom services for specifiers.

For textile designers, mechanical barriers due to the nature of the loom, problems with color simulation, and difficulties in accurately translating weaves onto the computer have until very recently impeded similar progress in computer usage for fabrics.

But as designers and computer experts become more comfortable with the computer as a design tool, these roadblocks are swiftly being removed, paving the way to an explosion of computer advances for textile design.

The computer's effect on the textile industry is already being felt, says Patrice George, fabric designer and pioneer of woven design with computers. "Computer systems are opening up new jobs for textile designers because manufacturers are beginning to specify the more intricate patterns that they see being done with computers."

The big news in CADD textiles is in woven fabrics—both jacquard and dobby. The Weave Corporation headquartered in Hackensack, N.J., (a jacquard production mill) estimates that computerization of its design department has increased output and efficiency of operation by 50 percent in 24 months.



Photography by Greg Young

Prior to computerization, designers hand-sketched design on grid paper (left), but computers now facilitate this process (right) at Weave Corp.

Says Roger Berkley, president, Weave, "Computer-aided design has allowed us to increase our copyrighted patterns from 300 per year to more than 600 increasingly complex designs that have since become our trademark."

Berkley and his staff had been looking at software design systems for over 10 years, but it was just 24 months ago that an economically feasible one became available. Within three weeks, Weave's fearless designers were working solely with computers.

Rumored to be the only company of its kind to have a completely computerized design department, Weave risked altering a process that has remained relatively unchanged over hundreds of years.

Because a jacquard loom—due to the complexity of jacquard patterns—can control as many as 9,000 individual threads, designs must be translated from designer's sketch to loom by the point-paper technique: A point card (analagous to an IBM punch card) spells out, in a series of dots, the path of one thread. The sum of all the punch cards attached to the loom indicates the pattern to be woven.

Designers used to have to hand paint an entire design precisely into tiny boxes on grid paper. A punch operator then translated each box onto punch paper.

About 10 years ago, designers began to draw only an abbreviated segment of the design by creating a "map" that designates a color to represent each weave type. This still required the punch operator to tediously code the design onto punch cards.

Designs more creative

The computer has completely eliminated the punch operator's job. A video scanner takes a picture of the design and enters the image automatically into the computer. The designer then refines it and specifies weave types by color on the computer. The finished pattern, in the form of a floppy disk, is put into a second computer that produces punch cards.

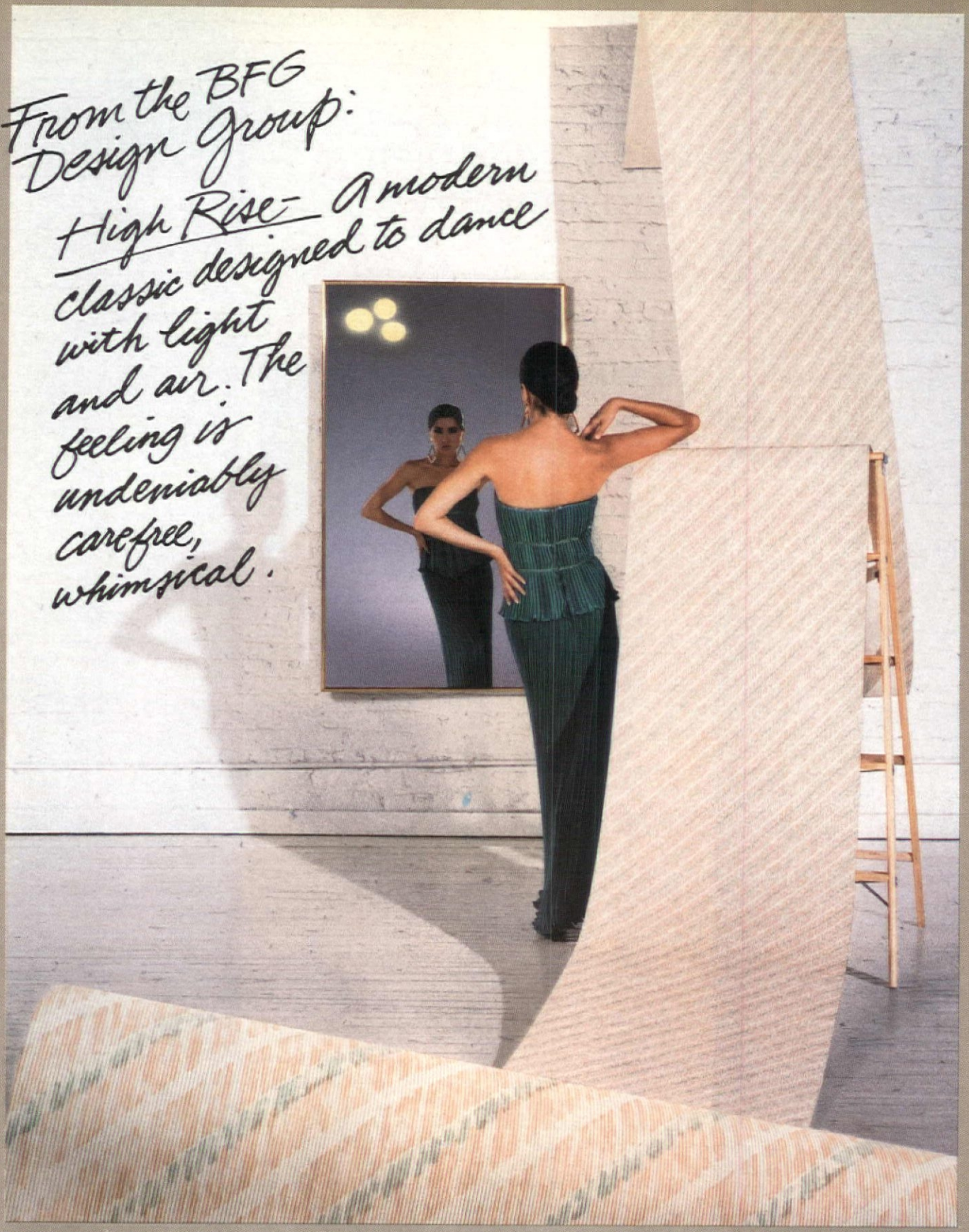
Says Klaus Flock, director of design, Weave, "The computers have taken the tedious work away. They allow us more time and control for creativity."

Berkley believes that a computer chip will eventually be developed to eliminate punch cards entirely, thus completely computerizing the mechanics of weaving.

Loom computerization has already happened with dobby weaving. In Patrice George's New York studio, for example, a personal computer is directly connected to a loom. George not only designs on the computer, but relies on the computer to take care of the mechanics of weaving, allowing for pattern control and longer repeats. George pioneered both of these aspects of computerization in 1982 with A.V.L. Looms of Chico, California. Since then most of the larger production mills, including West Point Pepperell, J.P. Stevens, and Amoco, have followed her lead, creating their own computerized design departments.

A recent development, says George, has been the computer's near-perfect color simulation. Choosing from an electronic palette of 16 million colors, a plotter attached to the computer prints out drawdowns of George's patterns, eliminating the need to work up test weaves for clients and making work more cost-effective.

The final reward for customers who understand these computer advances is the ability to specify weaves and color much more precisely.



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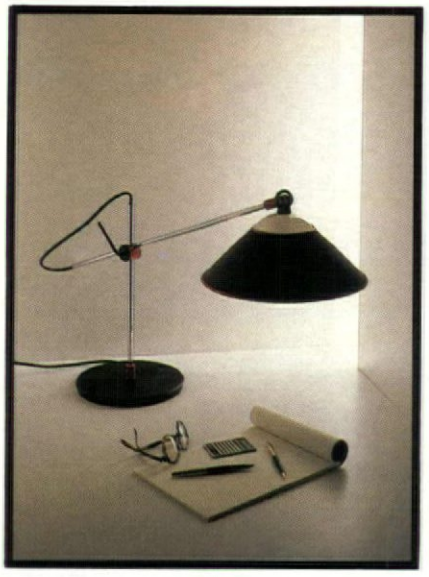
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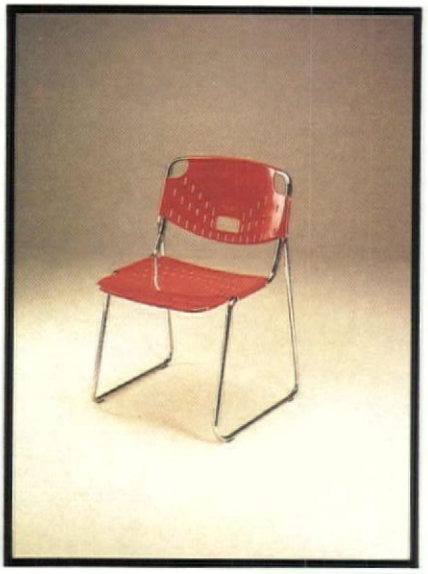




Italian designer Favaretto finds success in American market

By SARA O. MARBERRY
Managing Editor





Favaretto designed the Margotta desk lamp (above, left) for Italian lighting manufacturer IBIS. His one piece, all-metal design for Kinetics' Dallas Stack Chair (above, right) has been a success in the marketplace since its introduction in 1984.

In Italy, where good design is a way of life, most product designers are trained as architects and later develop expertise in certain design specialties. Such is the case of Paolo Favaretto, a 37-year-old independent designer from Padova, whose 14 years of experience in the industry have taken him beyond the boundaries of architecture into product design.

Favaretto is best known in the United States through his work for Canadian furniture manufacturer Kinetics. Since 1980, he has designed several products for the company, including Business Seating, Powerbeam Desks, the Dallas Stack Chair, Neon Chair, and the Eccentric Table Series. In addition, he has also designed interiors for Kinetics' Houston and New York City showrooms.

"I met Rick Howard, Kinetics' president, at the Milan Furniture Fair in 1980," recalls Favaretto. "He liked my designs because they were distinctively different from each other." Later on that year, Favaretto visited Kinetics' Toronto headquarters and subsequently produced his first product (Business Seating) for the company in 1983.

"Business Seating was the first all-plastic office chair introduced to the industry," claims Favaretto. "I had designed many other office chairs, but this was different. It was challenging to make something so sophisticated in plastic." All of his designs for Kinetics are high-tech, not only in outward appearance, but also because they explore new ways of working with materials and technology.

"It is not possible to invent something totally new," he emphasizes. "A designer's job is to make it different through technology and materials. This was not a factor until a few years ago."

Favaretto graduated from the University of Architecture, Venice, in 1975. While a student, he worked in a design studio as an architect and decided to pursue industrial design as a profession in 1973. Among the products he invented while still in school were toys. "I was always interested in design detail—especially things that fool the eye," he explains.

Studio in Italy

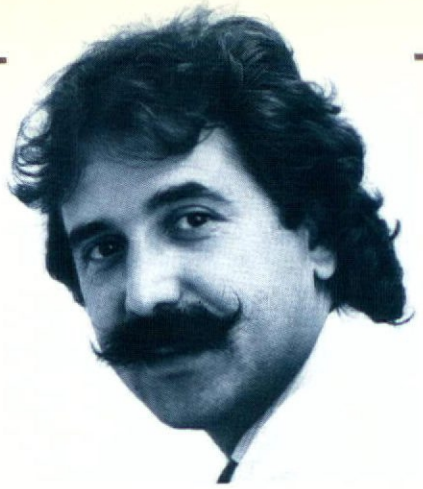
Favaretto now employs three designers and one architect in his studio in Padova. Although he wanted his business to grow initially, he is now content to have it stay the same size. "In Italy, five people is a big studio," he reasons, adding that he wants to be able to personally follow each product from design through production.



Neon (directly above) is one of Favaretto's latest designs for Kinetics. The Eccentric Tables Series (top), which has leg support options, was introduced at NEOCON in 1986.

In addition to office furniture, Favaretto has designed sofas and chairs for the healthcare market, operator chairs (such as a dentist would use), electrical products, lighting, tile, and home furnishings. As a trained architect, he has also designed houses, commercial and residential interiors, and trade fair booths.

Besides Kinetics, another notable company in the American market for which he has designed is Italian lighting man-



"It is a good feeling to be able to understand the American market and design furniture that will be used productively."—*Favaretto*

ufacturer IBIS. Yet, of all his enormously successful, critically acclaimed designs, his favorite product is a small, lightweight hanging lamp called "Hankie," that is sold in the retail home furnishings market. Taking a plain sheet of paper, Favaretto eagerly demonstrates the simplicity of this design by folding it and shaping it into a clever shade to cover the light source.

Simple may not be an accurate description of the man himself, but neither is Favaretto's manner pretentious. In Padova, he enjoys a quiet family life with his wife and two boys. He is passionate about his work and concerned with how his products are used by people. "If a product sells, and people enjoy using it, then I feel that I have done something right," Favaretto says.



"Research is one of the most important elements in product design," he continues. "Furnishings must respond to changes in culture, as well as to changes in technology and ergonomics." As an example, he cites the fact that there is less overall population growth but an increase in the size of the aging population. "Most sofas are made soft and cushy—old people can't sit in them. There must be a bridge between the industry and people who use its products."



Photo above shows a view of Kinetics' Houston showroom in the Innova design center done by Favaretto. Prominently displayed are Powerbeam Desks which are also his creation. Kinetics' Business Seating (left), an all-plastic chair, is another popular Favaretto design.

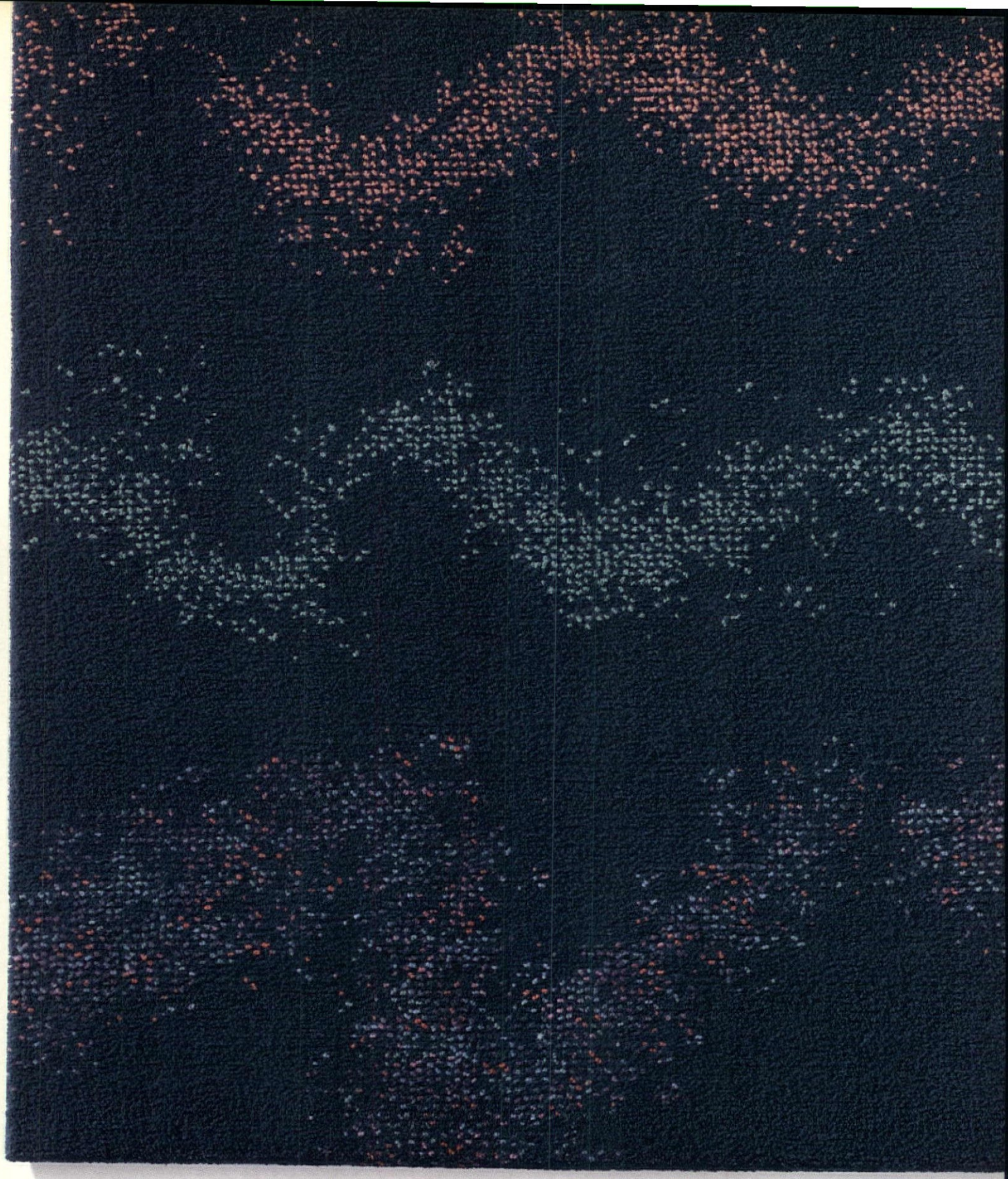
Not concerned with fashion

Favaretto does not believe in making a so-called fashion statement with furniture designs to gain personal fame. "There is too much of this going on," he says. Commenting on the difference between American and European furniture designers, he notes that unlike the U.S., all the best European designers are architects. Their required training is an asset. "You have to know many different things to become an architect," he says. At the same time, he is not disrespectful of American talent, saying, "American designers are really good—Charles Eames, George Nelson are the masters," he points out with enthusiasm.

But he also believes that in Europe—Italy—there is an old culture of artisans and craftsmen which makes the job easier for Eurpean designers. Also, in the U.S., many manufacturers employ in-house designers. "In Italy, a designer will work for many different companies and it is not perceived as a conflict of interest," says Favaretto.

He is happy to be working with Kinetics, producing products for the American market. "It is a good feeling to be able to understand the American people and design a product that will be used," he states. Favaretto has become personal friends with Howard, finding that he and the company president have more in common than just their distinctive handlebar moustaches. He travels to the U.S. and Canada at least five times a year.

"Kinetics is a sound company directed by a man who has the same mentality as mine," he explains. "The management has an open mind and is dedicated to finding new solutions."□



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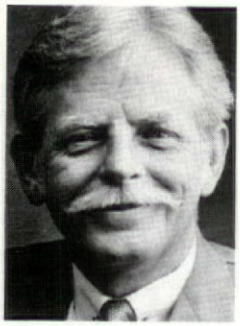


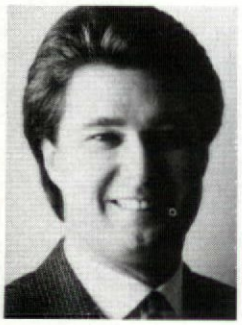
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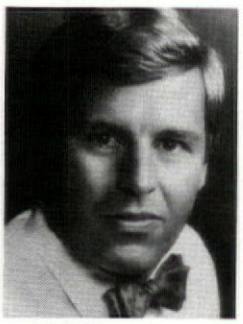
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Stow&Davis

More new products will greet CONEXION '87 participants







Peter Buhk, Michael Vanderbyl, and Robert Kleinschmidt (top to bottom) will explore the creative process of style, structure, and comfort in seating at a design forum Friday at 10 a.m.

A shorter market, fewer programs, and more new products await the expected 4,000 participants at CONEXION '87, set for October 28-30 at the Atlanta Market Center. In another change from the past, some of the 110-plus temporary exhibits will be relocated to floors showcasing the 30 permanent contract showrooms in the Center.

These changes are a result of a series of focus groups conducted by the Atlanta Market Center with architecture and design firm principals and contract manufacturers. Manufacturers who participate in CONEXION with temporary displays were also included in the research process, guided by Salley O'Malley, O'Malley & Co., Chicago.

Geared to points of view

The schedule of events for CONEXION 87, themed "Point of View," reflects the input of these groups. Programs are geared to the various points of view within the contract design community.

"We took a long, hard look at what we'd done in the past," said Atlanta Merchandise Mart general manager Tom Fulghum. "We got the manufacturers and the A&D community involved, and we really listened to our focus groups. We incorporated their needs into every aspect of the event, making CONEXION '87 as viable and complete a resource as the Southeast contract industry will find anywhere," he stated.

The two-day event will be preceded by a kick-off gala on Wednesday, October 28. Called, "The Social Point of View," the CONEXION Gala in the Atlanta Merchandise Mart will run from 6 to 10 p.m. Free admission to this Latin theme party in a Copa Cabana setting includes open bar, hors d'oeuvres, and live entertainment.

Benefit for Cystic Fibrosis

IBD's product auction will take place at the gala as part of the Showrooms, Architects, Dealers & Designers (SADD) Olympics, which benefit Cystic Fibrosis.

At 8 a.m. on Thursday and Friday, there will be a breakfast session for design and architectural firm principals. By invitation only, the sessions on advertising/promotion & marketing strategies and legal contracts feature Richard Kenarney, president, Design Communications Inc.

At 8:30 a.m. on Thursday, showgoers can listen to former NBC news anchor Edwin Newman present an address entitled, "Making Your Point by Preserving a Civil Tongue."

Showgoers can gain insights from the industry's leading lighting designers at Design Forum/Lighting on Thursday, at 10 a.m. Appearing with their products will be Guido Buratto, Artemide; Ron Rezek, Ron Rezek Lighting, and Piotr Sierakowsky, Koch & Lowy.

At 8:30 a.m. on Friday, award-winning architect/designer Emilio Ambasz, will present his own "Inventive Point of View." Admission is $5 per person (includes $2 donation to DIFFA).

Also on Friday, Design Forum/Seating will explore the creative process of style, structure, and comfort in seating with top designers. Featured at the 10 a.m. forum are Peter Buhk, Michael Vanderbyl, and Robert Kleinschmidt.

Stanley Tigerman also speaks on Friday, voicing "A Particular Point of View" at 4:30 p.m. Admission is $5 per person (includes $2 donation to DIFFA).

Groups involved

This year's CONEXION boasts more involvement with professional groups. At 11:45 a.m. on Thursday, showgoers can attend an IFMA luncheon sponsored by Steelcase. Taking an inside look at ECI Inc., a strategic defense systems firm in Florida will be George Hanson, facility manager, ECI Inc.; Steve Price, dealer, Livigston's; and Robert Aude, architect, Bell & Assoc. Admission is a $5 donation to the IFMA educational fund.

"Future Views" will be presented at an IBD Luncheon sponsored by Allied Fibers at 11:45 a.m. on Friday. Admission is a $2 donation to the IBD educational fund.

During the show, there will also be a free ASID/AIA panel presentation on three Southeast projects. And the Georgia ASID annual awards presentation will take place 7-11 p.m. on Friday. There is an entrance fee of $40 per person. For more information on CONEXION '87, call Hope Winsborough at the Atlanta Market Center at 404/581-1440.—*R.C.*

Schedule of Events

WEDNESDAY, OCTOBER 28

10 a.m.—4 p.m.
ASID/CEU Course

Speaker: To be announced
Sponsor: ASID Industry Foundation
Fee: $25.

6—10 p.m.

"The Social Point of View"
A lively Latin party in a Copa Cabana setting.
Location: Atlanta Merchandise Mart.

THURSDAY, OCTOBER 29

8—9 a.m.

"From a Business Point of View"
Topic: Advertising & Marketing. **Speaker:** Richard Kenarney, Design Communications. By invitation only.

8:30—9:30 a.m.

"Making Your Point by Preserving a Civil Tongue"
Speaker: Edwin Newman, former NBC news anchor & best-selling author.

10—11:30 a.m.

"Points of Light"
Speakers: Guido Buratto, Artemide; Ron Rezek, Ron Rezek Lighting; Piotr Sierakowsky, Koch & Lowy.

11:45 a.m.—1 p.m.

"A Strategic Point of View"
Speakers: George Hanson, ECI; Steve Price, Livingston's; Robert Aude, Bell & Assoc.
Sponsor: Steelcase. **Fee:** $5 donation to IFMA education fund.

1—2 p.m.

"Rooms with a View"
Projects: IBM Tower, Heery & Heery; Buckhead Plaza, Thompson, Ventulett, Stainback & Assoc.; Carter Presidential Center, Jova/Daniels/Busby. **Sponsors:** ASID/AIA.

2—4:30 p.m. In-showroom mini-seminars

"Points of Interest"
Location: Reff Corporation. **Speaker:** Gary Whitney, The Whitney Group.

4:30—5:30 p.m.

Seminar on Italian marble
Sponsor: Italian Trade Commission.

5:30—8 p.m.

"From Every Point of View"
Contract showroom open house. **Location:** Atlanta Merchandise Mart.

FRIDAY, OCTOBER 30

8—9 a.m.

"From a Business Point of View"
Topic: Legal contracts. **Speaker:** Richard Kenarney, Design Communications. By invitation only.

8:30—9:30 a.m.

"An Inventive Point of View"
Speaker: Emilio Ambasz. **Fee:** $5 per person ($2 donation for DIFFA).

9 a.m.—5 p.m.

"The Point of New Views"
Special program for students.

10—11:30 a.m.

"Points of Contact"
Design Forum/Seating. **Speakers:** Peter Buhk, Allsteel; Michael Vanderbyl, Bernhardt; Robert Kleinschmidt, SunarHauserman; Warren Snodgrass, Haworth.

11:45 a.m.—1 p.m. IBD Luncheon

"Future Views"
Sponsor: Allied Fibers. **Fee:** $2 donation to IBD education fund.

2—2:30 p.m.

"The Winning Point of View"
Interiors magazine's contract manufacturers effective product brochure & binder competition awards.

2—4:30 p.m.

"Points of Interest"
In-showroom mini seminars.

4:30—5:30 p.m.

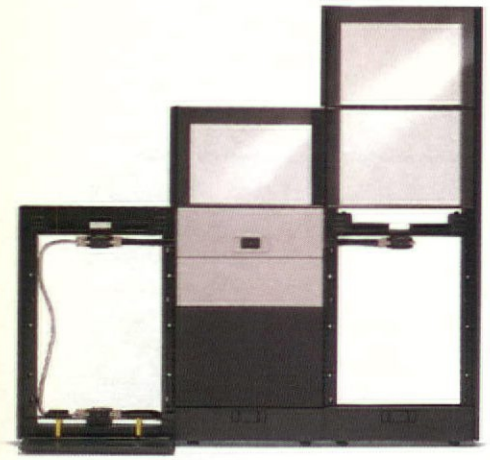
"A Particular Point of View"
Speaker: Stanley Tigerman, award-winning designer. **Fee:** $5 person ($2 donation to DIFFA).

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**L & B/Empire Chair*
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**Memphis*
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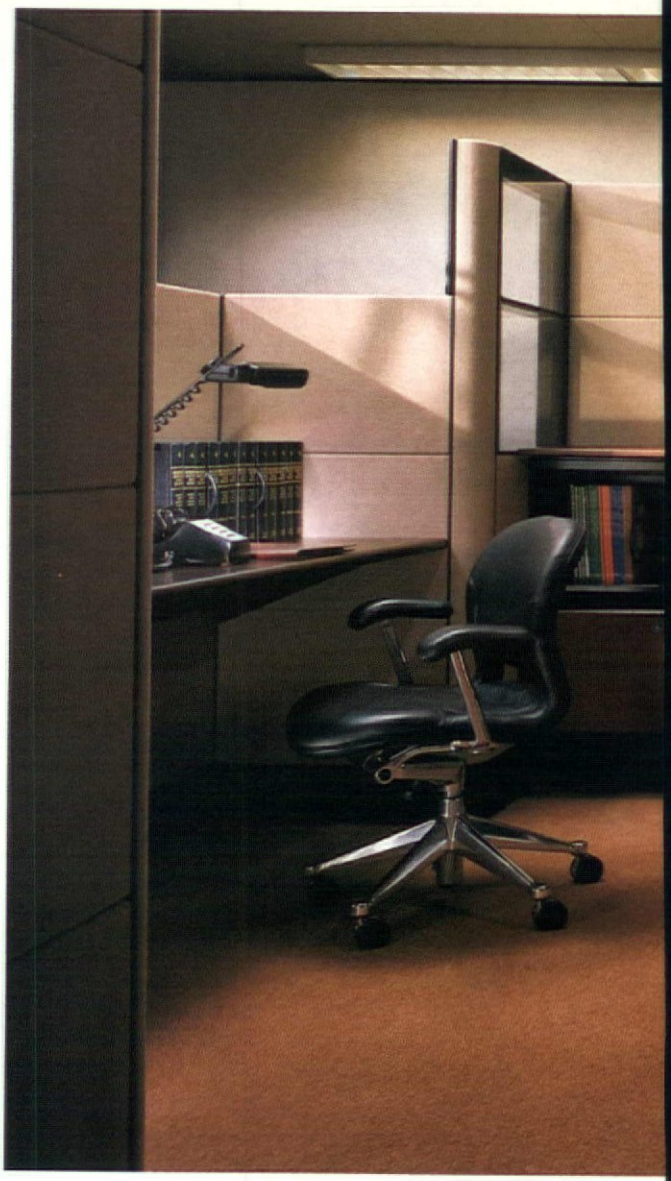
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tile holds tools for organizing paper, for storage and display. An adjustable shelf tile adds horizontal surface. A picture frame tile displays art and photographs. A marker tile provides a vertical writing surface. A radiant heat tile generates warmth where the user is cold, and – economically – only there. An acoustical tile improves the acoustics precisely where needed, and only there. A beltline wire management tile puts wires, cables and outlets at work-surface height. Open tiles improve air circulation and allow paper and equipment to be passed between offices. Window tiles let the light in (and the user's vision out).

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herman miller

IDI is Europe's fastest-growing contract show

By **SARA O. MARBERRY**
Managing Editor

The Interior Design International (IDI) exhibition, held last May at Olympia, London, may be Europe's most complete—and fastest-growing—contract furnishings show. Unlike better-known fairs in Milan, Cologne, and Copenhagen, IDI's 500-plus exhibitors focus exclusively on commercial interiors. The total product offering covers the hospitality, office, healthcare, leisure, and institutional markets.

Sponsored by AGB Exhibitions Ltd. and Britain's *Interior Design* magazine, the 1987 show drew over 28,500 interior designers, architects, manufacturers, and retailers over a five-day period. This figure is down from last year's record-breaking number, but show organizers are not worried about the future success of IDI. In fact, AGB plans to move IDI to a larger exhibition hall, Earls Court, in 1988, increasing the show's space by 20 percent.

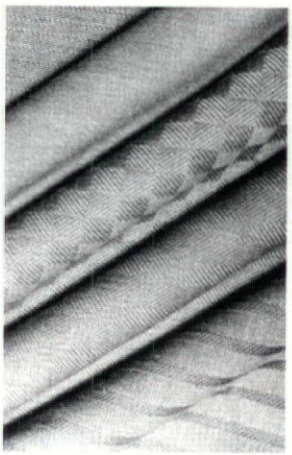
"This year, IDI found itself in a frustrating situation brought about by its very success," says Stanley Phillips, director, AGB Exhibitions. "All available space at Olympia was taken up, which prevented many companies from exhibiting and made it impossible for leading exhibitors to enlarge the size of their stands."

Other changes Phillips notes besides the size of the show, is an increase in the number of manufacturers interested in the top end of the market and a shift in emphasis from product to an environment-oriented exhibition. He points out that exhibitors have played an important role in uplifting the standards of their product displays and stands. "IDI is now more of a visual presentation where professionals can select color, feel texture, and compare merchandise," he comments.

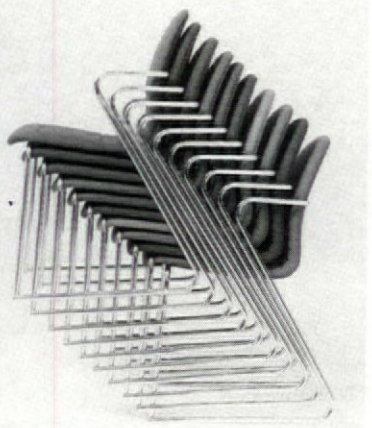
Three major exhibitor groups, along with an international section, divide up the



H K Furniture



ICI Fibers



Mines and West

H K Furniture Ltd.—Berkeley modular executive office furniture was introduced at the show by this 54-year-old London-based company. The system is available in a wide range of veneers which can be stained to a color or polished. H K has a showroom in The Marketplace, Philadelphia. **Circle No. 200.**

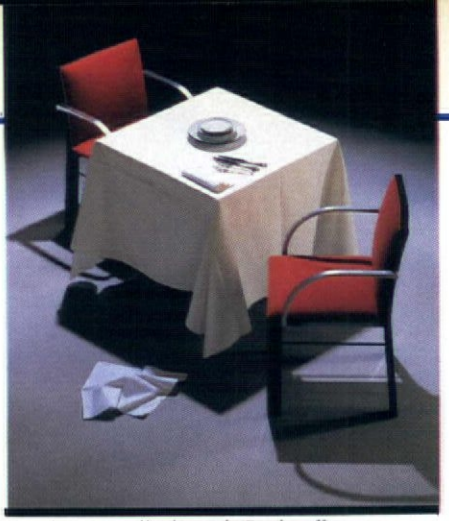
ICI Fibers—The U.K.'s largest fiber producer was promoting its Quintesse polyamide upholstery product, shown here in the Aries collection from Banister Brothers. Made of 70 percent Quintesse, 30 percent wool, the collection is available in 24 solid colors and four patterns. **Circle No. 207.**

Mines and West—Zig stacking chairs come in upholstered or laminate shells. Not yet represented in the U.S., this British company started fresh by introducing an entire new line of systems, casegoods, office chairs, side chairs, and tables at IDI. **Circle No. 202.**

Miles • Carter—Several new pieces follow this successful U.K. manufacturer's installations at the Tate Gallery, London; the Clore Gallery for the Turner collection; financial institutions in London and Stirling; plus an arts facility in Upstate New York. Shown here is Gilkin, a new stacking chair in stained and pigmented ash with wool upholstery. Interna Designs represents the firm in the U.S. **Circle No. 205.**



Miles • Carter, through Interna



Gordon Russell, through Buckstaff

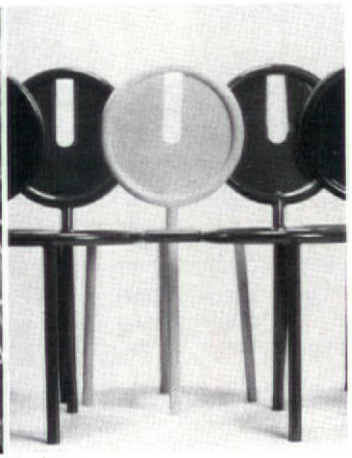
show's exhibit areas. The Contract Design Association (CDA) is a 30-member group of high quality commercial furniture manufacturers whose products are among the best offered in the U.K. Most of CDA's members produce high-style office furniture, but there are also several fabric and lighting manufacturers. The British Contract Furnishing Association (BCFA) is a much larger group, whose members are both contract and residential furnishings manufacturers. Over 100 BCFA members exhibited primarily hospitality products in a special area at IDI. The Design Group Britain (DGB) is another association involved in the show. DGB is made up of leading companies in the interior decoration market (a majority are fabric producers) whose merchandise and style epitomizes "the English look."

Besides the diverse product exhibition, other events at the show included an International Design Awards competition sponsored by IDI to encourage design excellence. First prize of £10,000 (roughly $5,000) was awarded to Emilio Ambasz, New York, for his design of Financial Guaranty Insurance Co., New York. IDI also sponsors an annual AGB/Royal Institute of British Architects lecture, given this year by Lella and Massimo Vignelli, Vignelli Assoc., New York, on Tuesday night during the show.

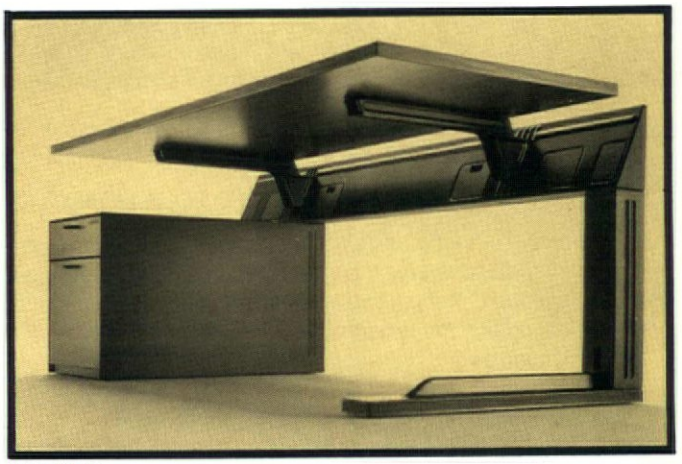
"It has been part of IDI's marketing strategy to add a new dimension every year to the exhibition, to increase its authority and involvement with the total market," says Phillips, adding that next year because of the interest in the retail interiors market, Shopex International and Point of Sale at Shopex will take place concurrently with IDI at Earls Court. "IDI's long term objective is to consolidate its position as the leading exhibition for commercial interiors in Europe," he states. □



Creation Baumann, through Carnegie



Hoskins



Interspace

Gordon Russell—Prism chair is made from solid ash, with or without aluminum arms. Finish options are natural, oak, rosewood, teak, mahogany, walnut, black, gray, blue, red, or green. A leading U.K. contract furniture manufacturer, the firm is represented by Buckstaff in the U.S. **Circle No. 203.**

Creation Baumann—Traffic fabric is offered in six colors by this Swiss company. The 86 percent cotton, 14 percent polyester fabric is made with a special manufacturing process that allows the pattern to be woven through the cloth. Carnegie represents the firm in the U.S. **Circle No. 201.**

Hoskins—This 130-year-old British manufacturer introduced the Lolly chairs, stools, and tables—inspired by the classic lollipop shape. Designed by Fitch & Company, the line is available in a choice of standard or hammerite epoxy finishes. **Circle No. 204.**

Interspace—Professional version of sister company Castelli's new system designed by Richard Sapper is offered by this London-based firm. The desk is centered around a steel triangular beam, allowing passage of computer and printer cables through special wide ducts within the beam itself. **Circle No. 208.**



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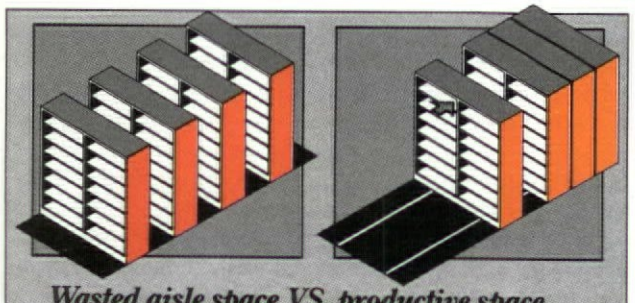
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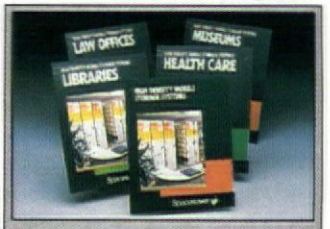
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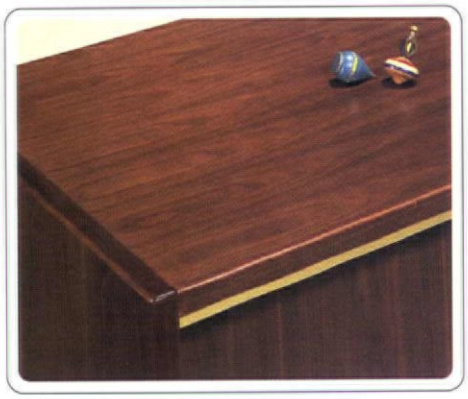


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ARNOLD FURNITURE

ARNOLD DESK

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Quality is in our name ARNOLD



ARNOLD FURNITURE MANUFACTURERS, INC.
RB-TD Table Desk with pencil drawer and knee space. Nova 903 Credenza.



ARNOLD DESK, INC.
A new concept – Model 6000 Double Pedestal Desk, 36" x 72", joined with Model 6172, a Combine Table of 48" diameter. Shown in open-pore gray lacquer on Oak.

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Elegance Credenza and **Executive Desk** shown in Walnut.

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Marquise Executive Desk
36 x 72" shown in Mahogany finish on Walnut Wood.

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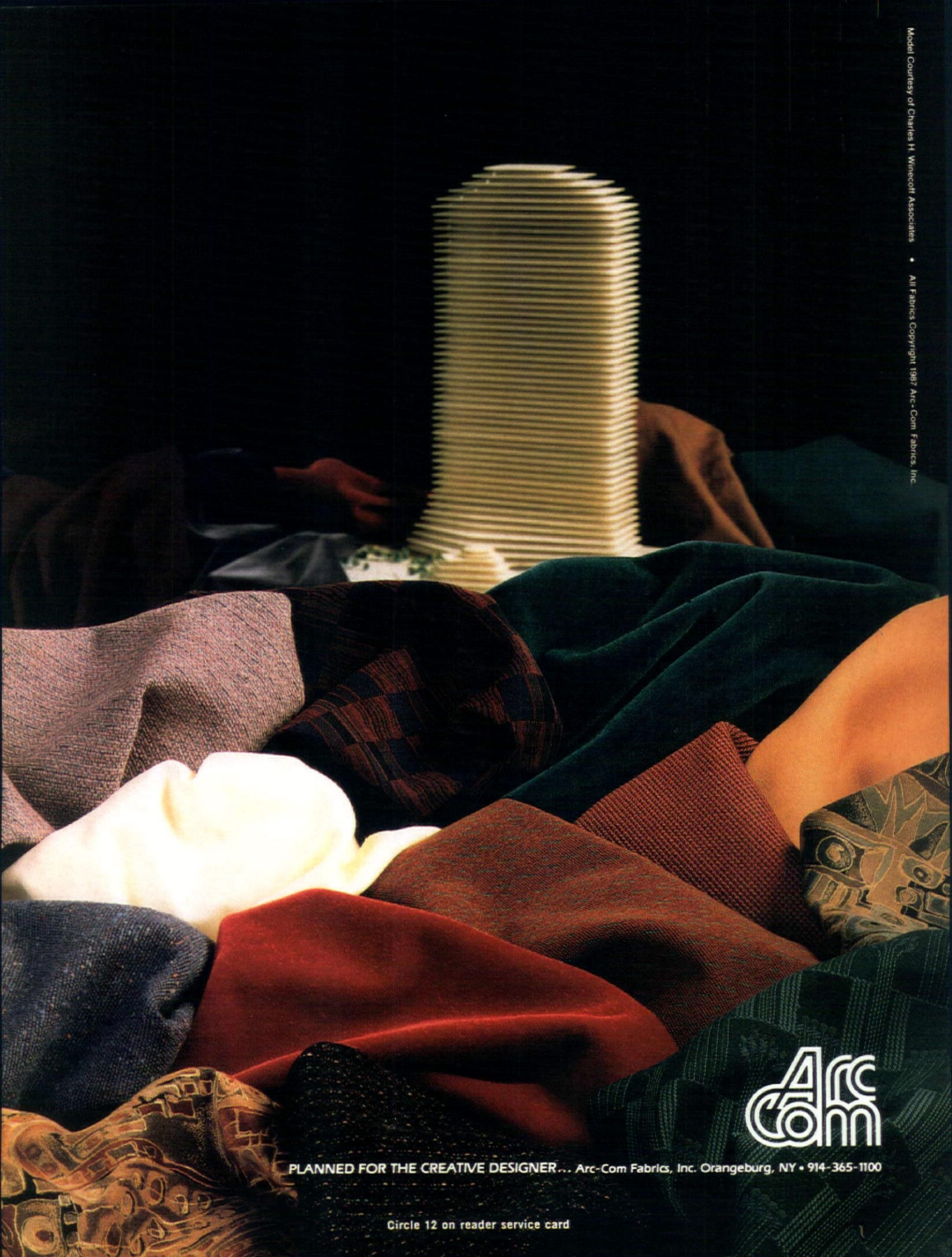
Chicago Reception Area
with center drawer and stationery cabinet return. Shown in Natural Oak.

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Showrooms:
IDCNY, New York
Merchandise Mart, Chicago
IMS, Minneapolis

Representation:
Major U.S. Cities and Europe

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Carrying on in the 'New Tradition'

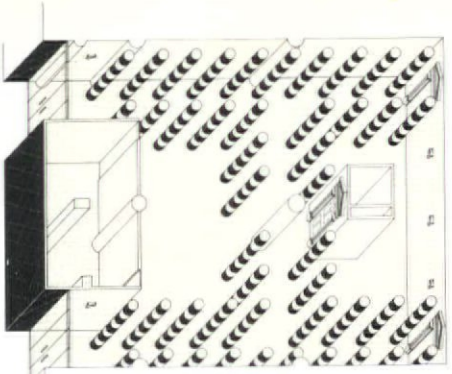


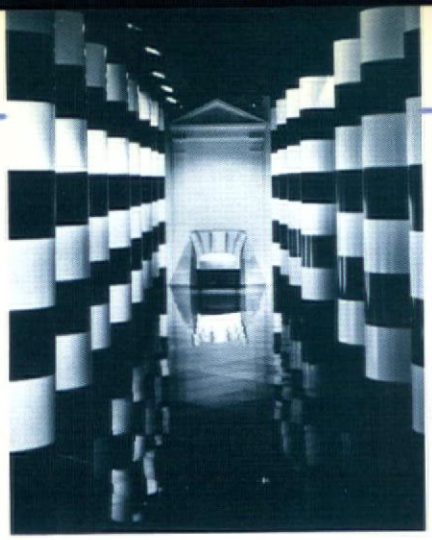
In its continuing expression of "The New Tradition," Hickory Business Furniture has made its IDCNY showroom a vehicle that redefines traditional design. The space employs an idiom humorously dubbed as "Post-Colonial Modernism" by its creator, designer Michael Vanderbyl, Vanderbyl Design, San Francisco.

"When I started working with Hickory four years ago, I established a philosophy and design direction for the firm which all marketing elements—advertising, promotion pieces, and showrooms—seek to express. We are exploring the Palladian and Jeffersonian era with a fresh eye," notes Vanderbyl, who has created product as well as graphic concepts and interior design for Hickory.

Icons of the Jeffersonian period are reinvented to "tweak" the sensibility of observers. Moveable columns provide an economical solution to reconfiguring space and adapting displays to new product. The HBF line is being supplemented by casegoods and this showroom can readily adapt to new display requirements of a broadened line.

From the entry to this 4,200-sq.-ft. space, columns create an illusion of lin-





Icons of the Jeffersonian period are re-invented to "tweak" the sensibility of visitors to Hickory Business Furniture's IDCNY, New York, showroom. The space employs the same black-and-white scheme as HBF's Chicago showroom, expressing the company's new traditionalism coherently.



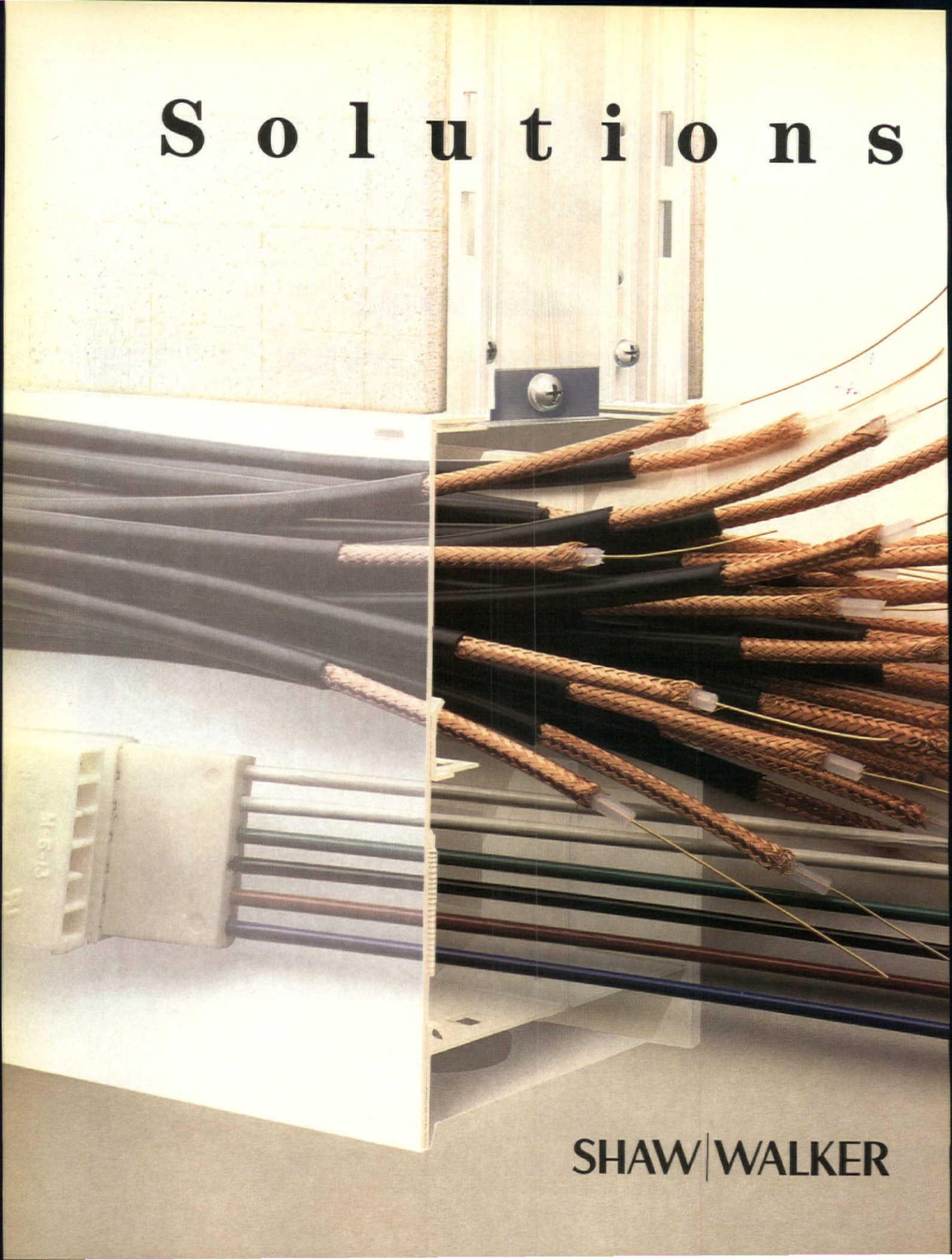
earity but actually belie depth and detail for visitors' free exploration, once inside.

Vanderbyl explains that his approach in New York for IDCNY aimed to create a likeness with the HBF Chicago Merchandise Mart showroom. A similar design vocabulary is used in both places, serving as an extension of the company, its image, and overall promotional effort.

In Vanderbyl's view, showrooms shouldn't be adaptations tailored to the local vernacular of a given city location. Rather, they should be coherent expressions of the company behind them and its product line. Thus, radical departures from a consistent theme are not appropriate, he observes.

As a result, the designer has chosen black and white for their clean neutrality. These are not trend-driven colors; they let the furniture stand out. The columns shown here are being altered for Designer's Saturday to a scaled-down, 20-in. diameter in solid white. This change opens the showroom and lends more accessibility to the Orlando Diaz-Azcuy textile collection premiering at the show. The space clearly supports any modifications to Hickory's line through easily made adjustments in display arrangements.

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'Design meets technology' for Westinghouse



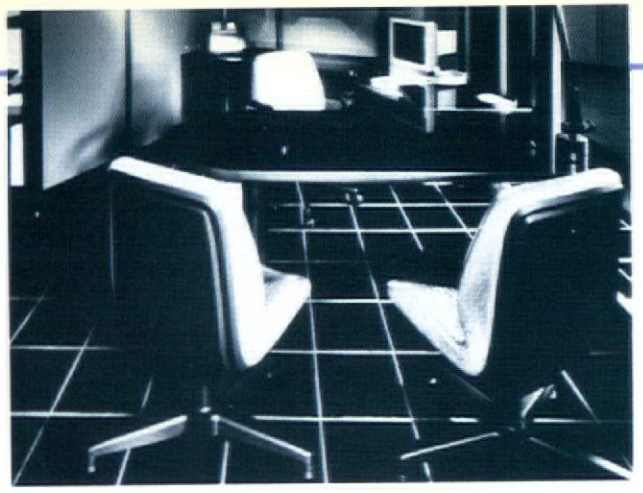
For the debut of its Centerline Radial Clustered workstations furniture line, Westinghouse Furniture Systems design services manager Domenick DeSantis, ASID/IBD, wanted to create a showroom space at the Chicago Merchandise Mart that would use minimal amounts of product and concentrate on design and technology.

"Limiting the number of Radial Clusters and Soma Chairs on the floor is part of the marketing strategy," according to DeSantis, showroom designer. During NEOCON 19, showroom visitors experienced a dramatic computer-driven light show choreographed to a stereo-audio system which offered product information on Centerline Radial Clusters. A series of 50 light fixtures illuminates various aspects of the Clusters with ultimate precision.

Textura's dimensional fabrics program designed by Jack Lenor Larsen for Westinghouse and the Power-Pac Worksurface, Wes-Powr, and Powr-Pac cable management modules are among the products featured in the space. "All four product lines are displayed in the space to show how well they complement one another. Specifiers have the option of selecting or mixing the products as they wish," explains DeSantis.

The dramatic lighting demonstration in the showroom allows visitors to focus on one element at a time and in the finale, focus on the system collectively.

"We visually demonstrate the marketing aspect of displaying open plan systems in a variety of situations such as managerial Soma seating with an arrangement of Radial Clusters and glazed panels, tinted or translucent, for privacy in the open plan," says DeSantis.



Functioning, on-line computers are a highlight of the Westinghouse showroom at the Merchandise Mart in Chicago. The dramatic display of office technology with Centerline Radial Clustered workstations allows a specifier to evaluate elements of the system independently and collectively, with a variety of open plan systems displayed.



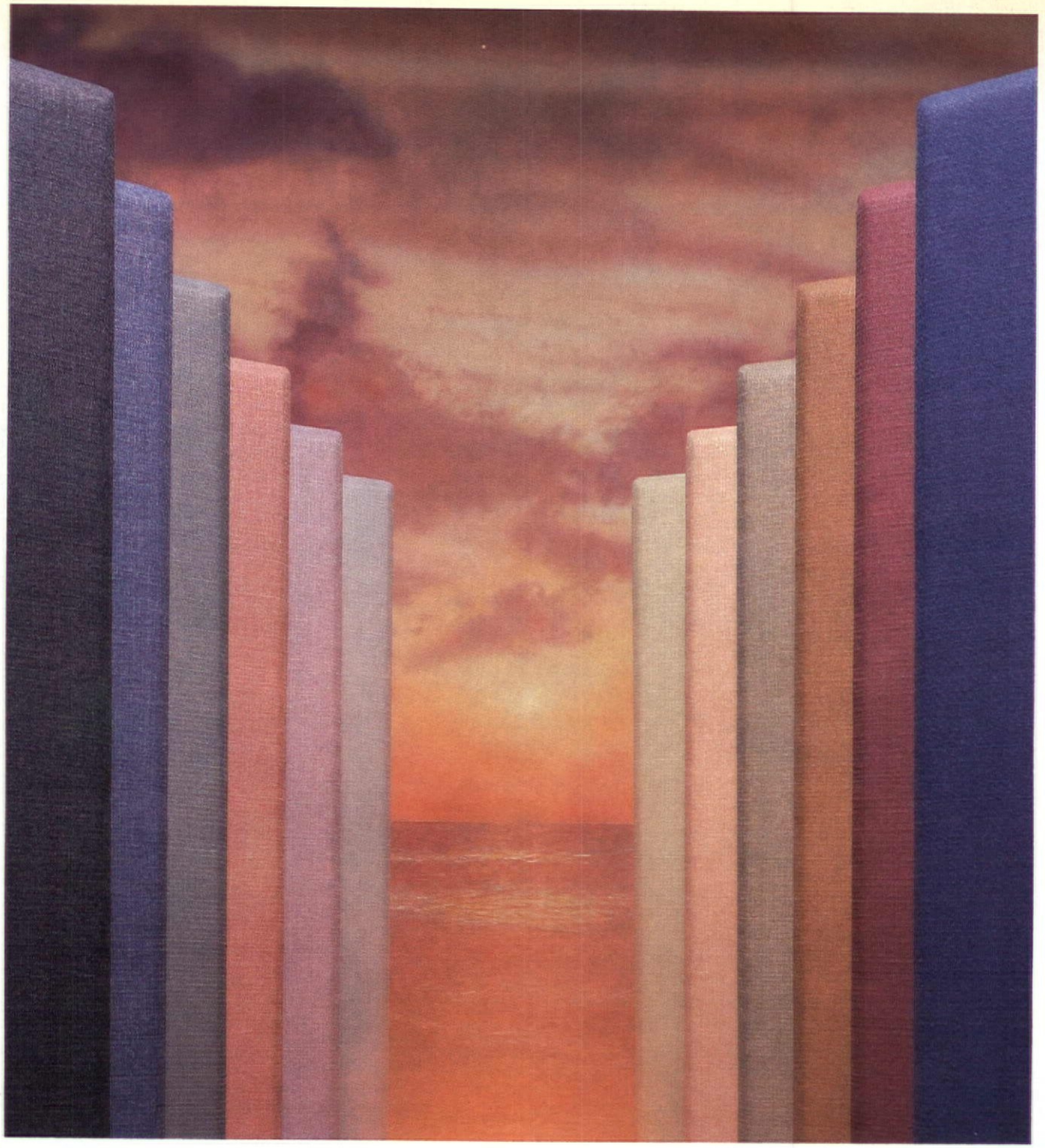
A lighted, wall-mounted circuitboard that shows a footprint for floorplan possibilities of Radial Clusters offers eight configurations with 75 displays of the system on the left wall of the showroom's entrance corridor. Some 1,000 diamond lights create the 75 variations, so visitors can simply observe, guess at a configuration, and then see it formed a few seconds later on the board.

In the showroom, light fixtures displayed over the workstation configurations throw shadows and direct beams at various elements, often softly emphasizing panels of Textura which warm the high-tech environment.

Workstations are highlighted by white foamcore 3-D models on display in a resting area, where showroom visitors can sit on benches and just look at Radial Clusters configurations and consider design applications.

"I was concerned that people should be able to see working technology, and as a result, we decided that everything should work here. All computers and auto-CAD systems are on-line, including the total package for wire management," DeSantis explains.

The light and audio system were developed by Ken Peters, Burson-Marsteller's special events group, Pittsburgh. "They simply took Westinghouse's 'design meets technology' theme and developed a very sophisticated show for showroom attendees," DeSantis explains. In the audio, a "ping" sound is heard every time another part of the system is highlighted. The message is that the computer support furniture is the focal point, followed by Charles Pelly's Soma chair, and Larsen's Textura.



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**Such tests are performed under laboratory conditions in accordance with the specific regulations of the applicable test. No representation is made as to the performance of the product under other conditions.

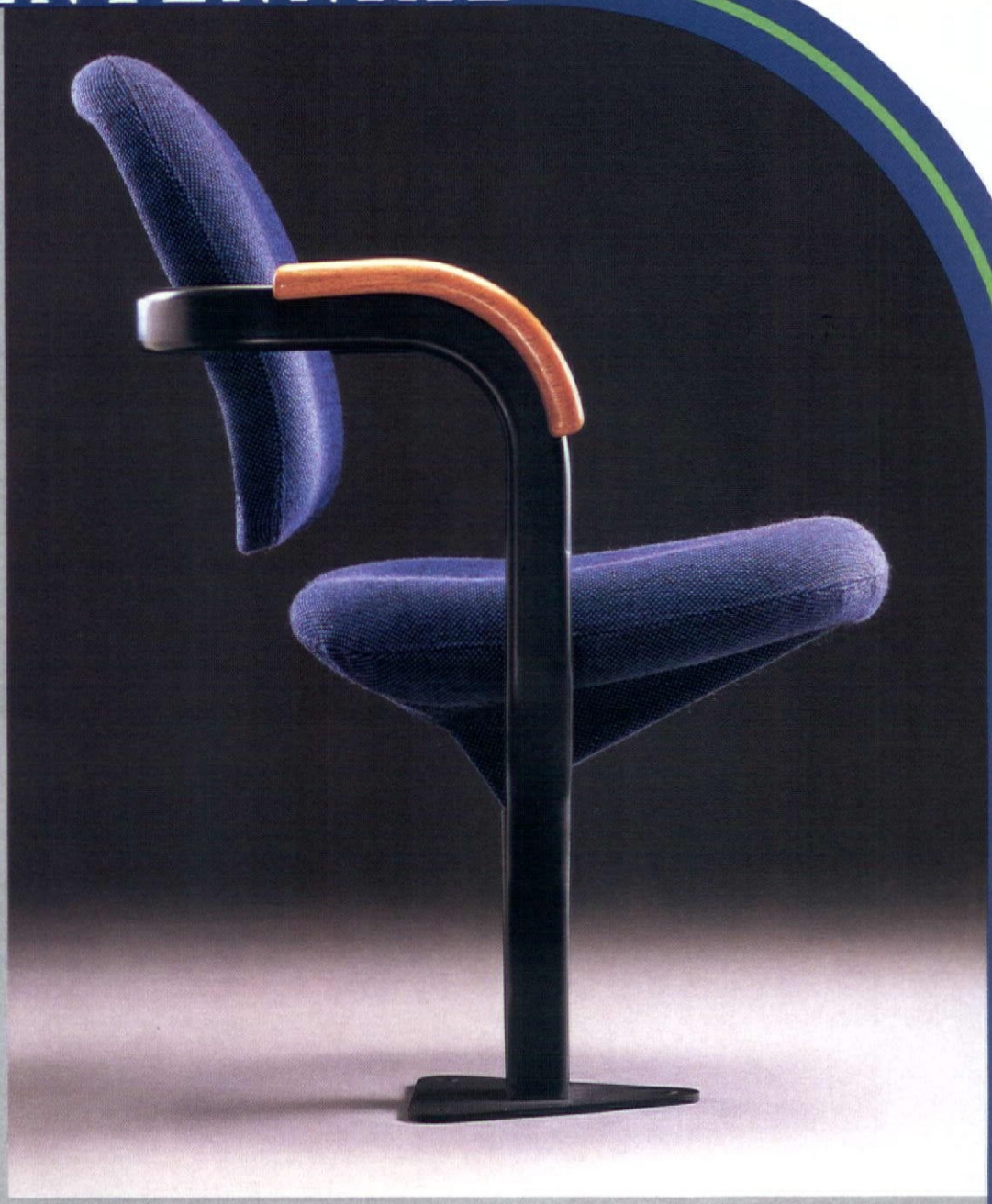
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PermaColor

West Point Pepperell

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CENTENNIAL™



...THE ONLY AUDITORIUM CHAIR WITH FLEXONICS™

American Seating has created a new auditorium chair with explicit bio-mechanical agility. Designed by Hugh Acton, this chair features a spring mounted, free-floating seat and provides a back that responds to occupant movements with supportive flexonics. The unique one-piece oval shaped steel frame supports the seat and back and provides armrests in either plastic, upholstery or solid wood.

For a closer look at the Centennial chair write American Seating Co.; 901 Broadway N.W., Grand Rapids, Michigan 49504; or call (616) 456-0460.

AMERICANSEATING™
Architectural Products Group

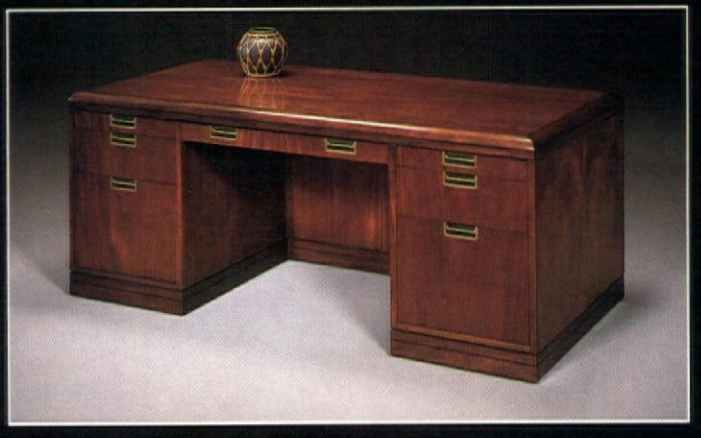
Responsive seating for productive environments.

Circle 52 on reader service card

Photography by: Image Source



TRANSITIONAL



Now available on Quick Ship orders! F9072 Double Pedestal Desk & CR9070 Credenza. Genuine Mahogany with catalized lacquer finish.

Designed by: O. J. Holohan

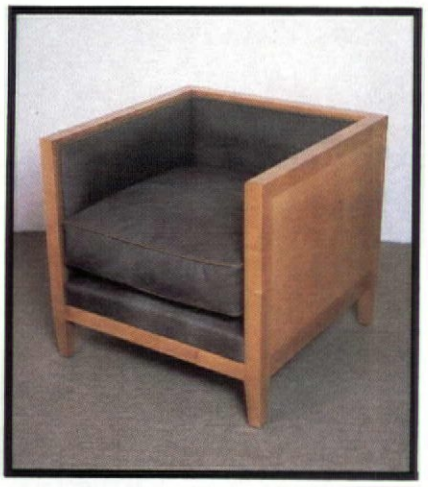
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Office furniture offers the style & comforts of home



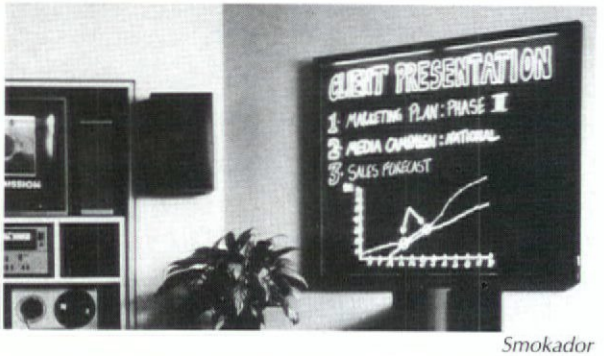
Interna



Samsonite Furniture Co.



Novikoff



Smokador

Chair expresses Art Moderne

Interna Designs, Ltd.—Inwood is a perfectly square lounge chair reminiscent of Art Moderne. It was designed by Philippe Hurel of France for the company. The frame is in blond or dark finishes, with the seat and the inside of the frame upholstered in leather, fabric, or C.O.M. **Circle No. 210.**

Hinge flexes for comfort

Samsonite Furniture Co.—The Program chair features a "living hinge" molded into the backrest which flexes for greater comfort and less user fatigue. There are six designs in the system: arm chairs, side chairs, and tablet chairs available in ganging and non-ganging styles. Chairs include a shell of injection-molded polypropylene in slate blue, teal, garnet, woodrose, dark gray, and medium brown. The chairs stack up to 12 high. **Circle No. 274.**

Clutter-free desktop secured

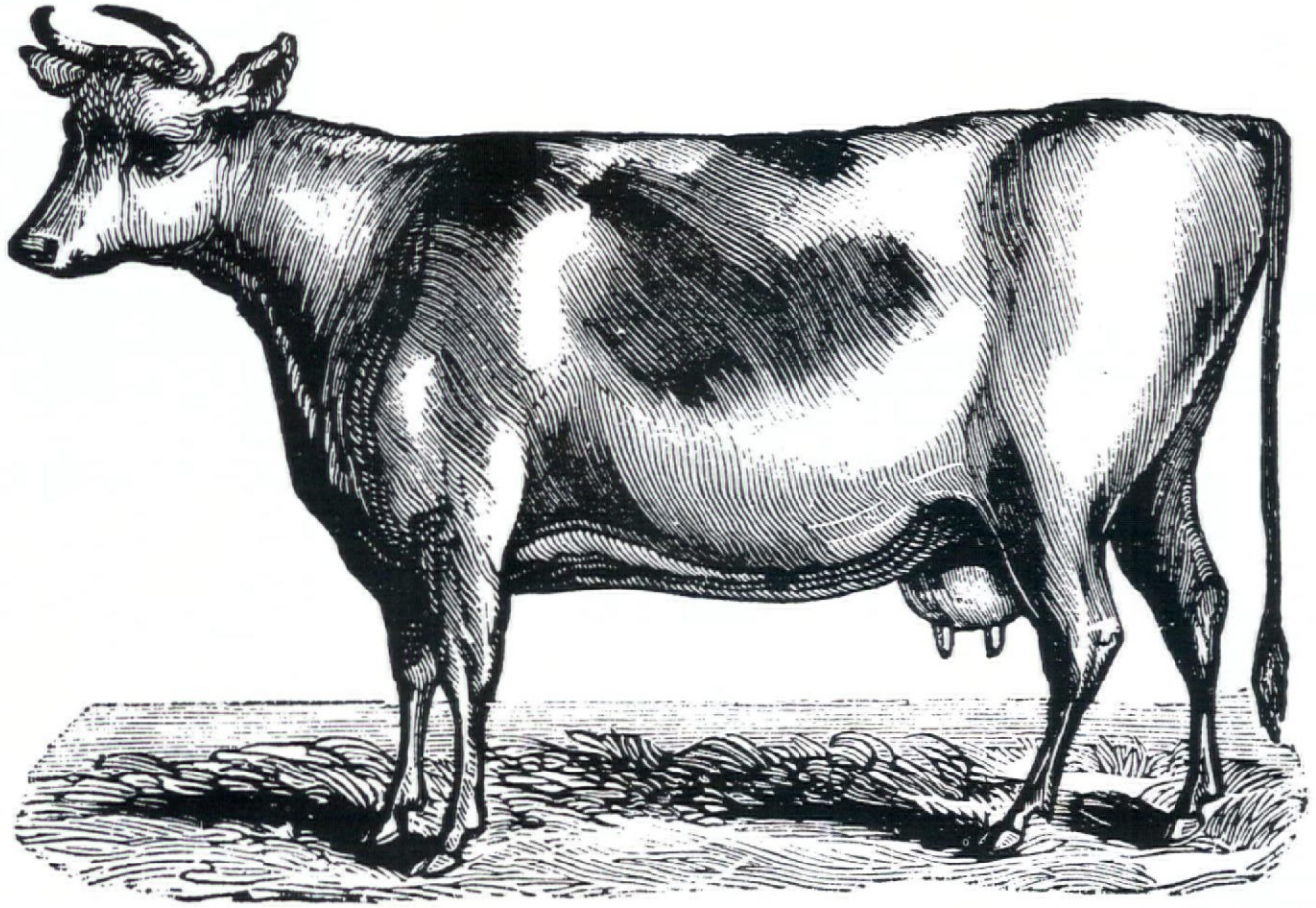
Novikoff—Ponte executive office furniture is a winner of the Stuttgart design award. The executive desk has telescoping containers which accommodate everything from hanging files to video monitors. These storage areas permit the desktop to remain clutter-free. The intentional residential appearance of the black stained ash and natural cherry products enables executives to pass long working hours in home-like comfort. **Circle No. 271.**

Blackboard self-illuminates

Smokador—An electric, second-generation blackboard, the Brite Write Neon Blackboard, causes vividly-colored, water-soluble crayons to glow like neon when written or drawn on its acrylic face panel. It can be used for menus, special events, and directories.

Since it is self-illuminating, notes can be written on it and seen in a darkened meeting room during an audio-visual presentation. **Circle No. 209.**

ONE OF AMERICA'S LEADING DESIGNERS.

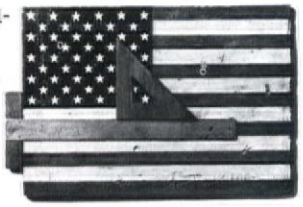


Don't let that wide-eyed gaze fool you. This cow had an amazing effect on people.

When she needed grazing space, pastures were created. When she needed shelter, barns were raised. And America's farming community grew up around her.

Our country's architecture and design was developed on this principle of cause and effect.

"America By Design," a five-part PBS series sponsored in part by Haworth, shows how geography and the social and economic climates all played important roles in designing America.



The series, to be aired in September on public television stations across America, is hosted by Spiro Kostof, noted architectural historian and author. Check your local listings for time and channel.

You'll see the American environment, not to mention the American cow, in a whole new light.

AMERICA BY DESIGN

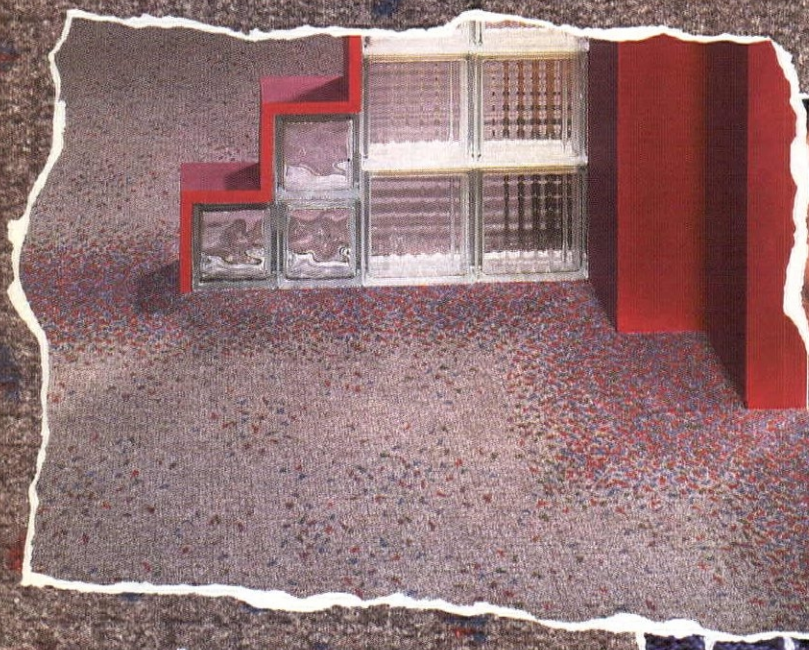
A public television series funded through grants from the National Endowment for the Arts, Haworth, Inc., The American Institute of Architects, the Corporation for Public Broadcasting, The Andrew W. Mellon Foundation, and the Public Broadcasting Service. Co-produced by Guggenheim Productions, Inc. and WTTW/Chicago.

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Created for the architect and designer who, like Milliken, doesn't merely anticipate the future, but shapes it.

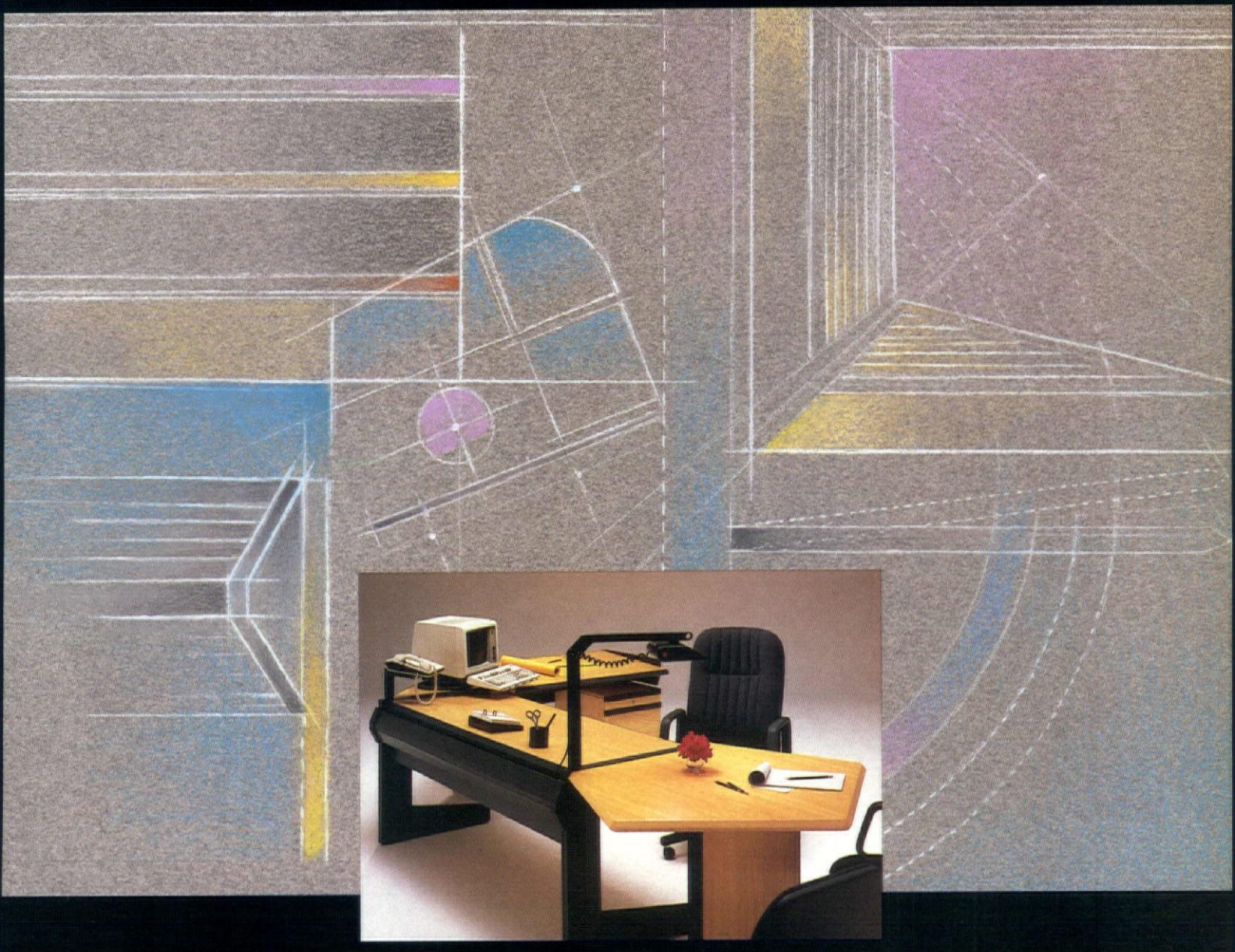
MILLIKEN

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BY MILLIKEN

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The *new* Metalstand, that is...displaying a talent we'll bet you never knew we had. Like *Métier*, our European-flavored version of America's new shift to the inter-personal, inter-active *desk-based* work station.• Designed by the U.K.'s David Wright, exclusively for Metalstand in the U.S.A., *Métier* boasts a work surface quickly and manually adjustable for height and tilt angle, an easily accessed wire raceway system, and the appealing warmth of fine wood...or the cool touch of laminate. And everything works perfectly with panel systems, too. All, we should add, at an absolutely *non*-shocking cost.• Come. Check out *Métier* for yourself at Showroom No. 431 at IDC's Designers' Saturday. • By Metalstand. Metalstand? Oui, Metalstand. **Metalstand**

Metalstand Co., 11200 Roosevelt Blvd., Phila., PA 19115 (215) 673-5300

Circle 56 on reader service card



Furniture system adapts to changing needs

Designed with the electronic office in mind, Cano Corp.'s Open Office Furniture System provides complete power and communication access wherever needed. A power raceway eliminates wire clutter.

The power raceway can accommodate up to 12, 25-pair communication cables in its lower compartment, even with the seven-wire electrical power system in place. All wiring is concealed behind clip-on covers. The communications cable is routed through the cable access cap to the underside of the work surface.

Panels, 84-in. high, and laminate doors provide privacy in the metal frame system. Open frame panels make it possible for two people to share a VDT without having to share a workstation. The VDT rotates, offering convenient access from both sides. Acoustical panels offer excellent noise reduction values.

An extensive line of integrated components and options provides an endless variety of workspaces. Integrated shelving features height adjustments to meet a variety of job requirements. Shelf dividers and task lighting can be added for productive use of space. A flipper door can be ordered in either fabric or laminate finish.

A wide range of fabric colors and frame finishes are available for the system. Cano offers a five-day quick-ship program. **Circle No. 317.**

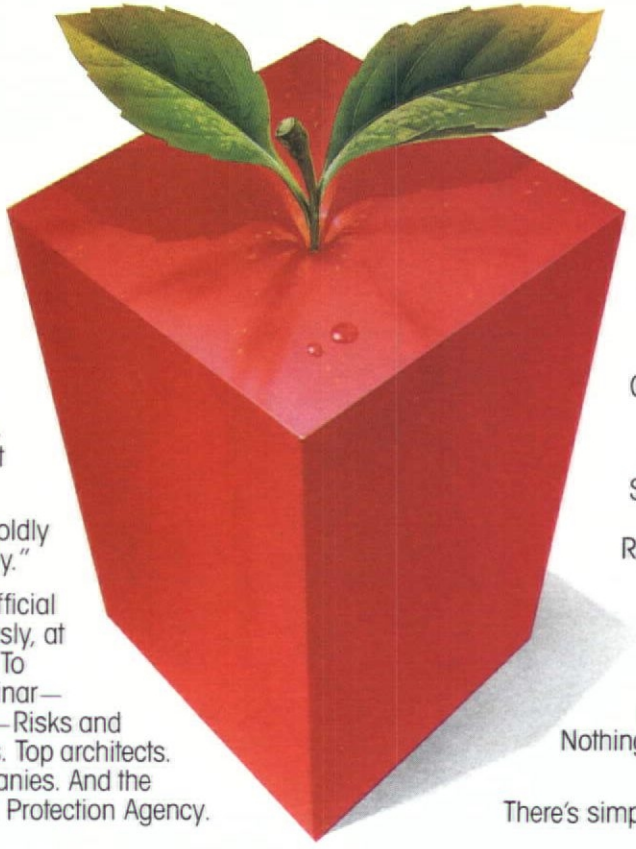


Circle 57 on reader service card

THIS YEAR AT THE

ARCHITECTS & DESIGNERS BUILDING

NOTHING SPECIAL IS HAPPENING FOR DESIGNER'S SATURDAY



Or, perhaps we should say, nothing unusual. When your focus is business *every* day is special at the Architects & Designers Building. Designer's Saturday is no exception.

As usual, more manufacturers than anywhere else. As usual, the energy, convenience, and utter prestige that only Manhattan can offer.

And, as usual, an atmosphere that boldly declares "We take Business Seriously."

Consider: Thursday October 8, the official start of Designer's Saturday. Obviously, at the Architects & Designer's Building. To start things right a powerhouse seminar—"Asbestos in Commercial Buildings—Risks and Resolutions." The panel: Top lawyers. Top architects. Real Estate people. Insurance companies. And the Commissioner of the Environmental Protection Agency.

Wednesday October 7: *More impact.* "What Affects Whom—Residential vs. Contract." Niels Diffrient. Adam Tihany. Editors from HOUSE & GARDEN. CONTRACT. INTERIORS. INTERIOR DESIGN and METROPOLIS.

As for the other side of Designer's Saturday, an elegant champagne reception Friday night hosted by R&G Affiliates (yes, all showrooms will remain open). And a lovely breakfast Thursday morning.

The right information. The right manufacturers. The right location. The right everything. Nothing special this Designer's Saturday.

Just the usual. Be there. There's simply no reason to be anywhere else.

JUST BUSINESS AS USUAL

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Zographos Designs 3

Circle 58 on reader service card



Colorful design accent enlivens chair

With a sculptured form and a thin, light profile, Connex chairs are further distinguished by a triangle and stripe detail which may be specified in many colors. Available from Kimball Office Furniture Co. and Artec, the chair was introduced at NEOCON 19.

Connex designer Burkhard Vogtherr describes the colorful design accent as a means of capturing the eye and defining the contours of the seat and back, serving as a visual invitation to sit down in the chair.

The motif, which can be used to articulate corporate identity, creates additional visual interest because its angular design contrasts with the flowing lines of the rest of the chair. The Connex shell has been shaped to cradle the body, with backrest heights geared to support for task or management functions.

Occupants of Connex chairs are actively supported in the correct upright position by a pivotal pressure point. This region is activated by applying gentle movement against the chair's back. Tension is greatest in the upright position and declines throughout the 22-degree tilting arc of the chair's motion.

Two pivot points reduce the negative effects of long-term sitting. The first pivot point, near the front edge of the seat, allows the occupant's feet to remain on the floor when reclining. This helps reduce pressure to the back side of the thigh and results in improved circulation.

The second pivot point, near the natural hip joint, allows the reclining action of the backrest to follow the true motion of the body. Thanks to the design-integrated vents in the Connex seating shell, which allow air to pass through the chair interior easily and freely, body heat and moisture build-up are prevented. **Circle No. 277.**



TACTESSE: HARDER ON PURPOSE, SOFTER BY NATURE.

Introducing "Tactesse"...a nylon 6.6 fiber so technologically advanced, it actually emulates the warm, soft hand of nature. Yet for all its incredible tactile luxury, "Tactesse" has a strength and durability that is unsurpassed.

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"The ICI roundel and Tactesse are trademarks of Imperial Chemical Industries PLC."

LIVING ◇ WITH A NEW SENSATION

ICI Fibres/Tactesse will host the Designer's Saturday reception honoring architect Richard Rogers on Thursday, October 8, 1987.

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Circle 60 on reader service card



Japanese architecture inspires seating

Designed with sensitivity to scale and comfort, each piece in the Rizzi lounge seating collection from CorryHiebert is available in a variety of sizes. Tables and seating were influenced by the square lines and proportions of ancient Japanese architecture, according to designer John J. Rizzi, Rizzi Design and Product Development.

"The collection represents the focus of comfortable new designs from CorryHiebert. It is well-styled with excellent control and has a wide range of applications," said director of design Richard Heriford.

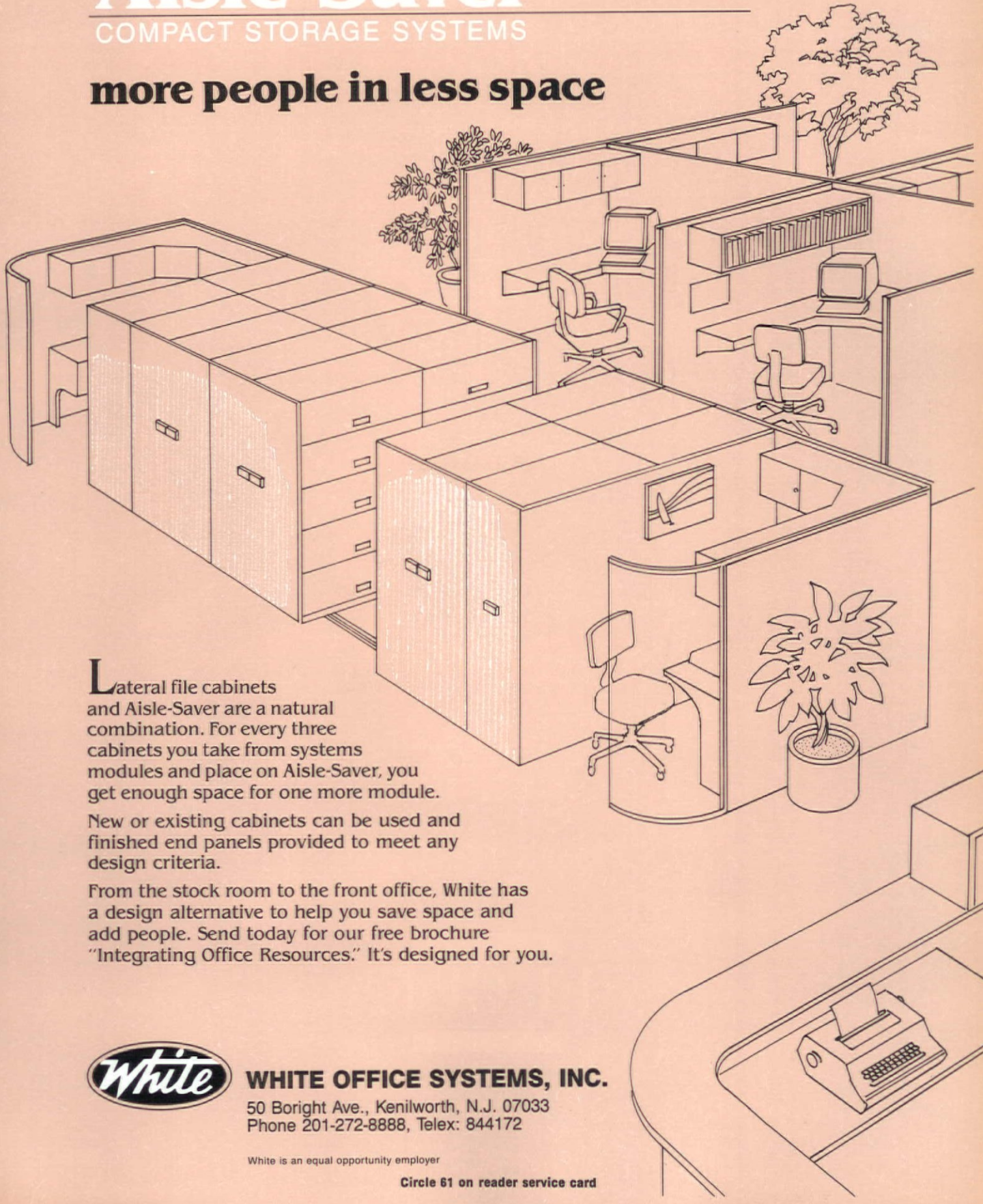
Tables are offered in round and racetrack versions, with surfaces of glass, stone, or wood. Bases come with polished metal or ChromaKote painted finishes.

Seating can be freestanding or specified in a wide range of configurations. Club chairs, sofas, and modular sectionals feature lumbar support cushions. A broad selection of fabrics from the firm's Kaleidoscope collection is available as upholstery. **Circle No. 275.**

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Not since Johann Sebastian Bach has a Fugue this beautiful been created.

From any other company but Howe, a statement like the above might have sent Herr Bach rolling over in his grave.

However, with all due respect, in our case we think he'd have been rather pleased.

After all, what we're really saying is that like the work of the great master, our Fugue is designed to endure.

Its beauty is timeless. Its form perfect. Its presence able to grace any setting.

Howe's Fugue, like Bach's, has a recurring motif.

In our case: it's the handsome leg, designed to support a variety of tabletop shapes and sizes.

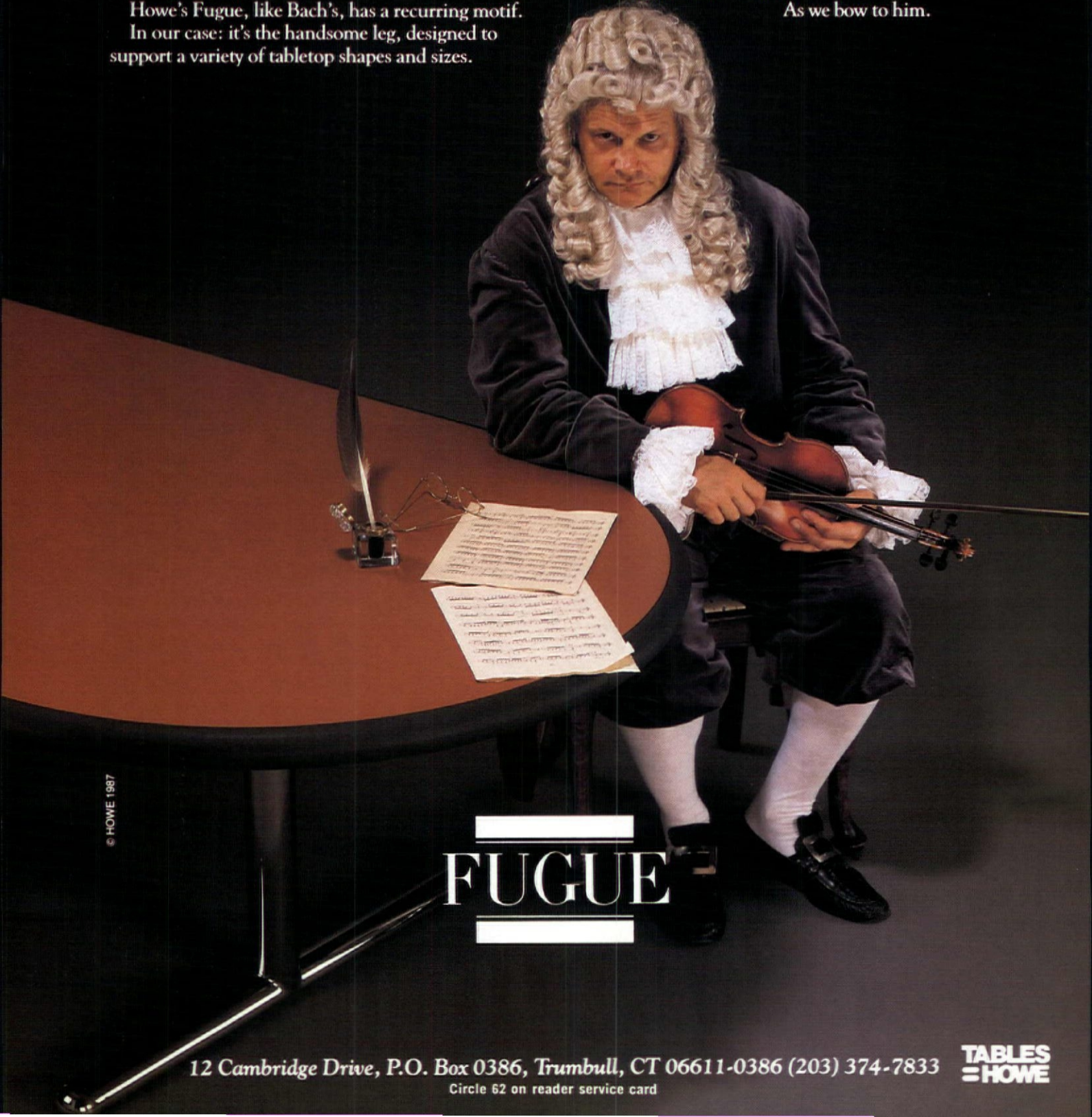
We admit, of course, that advances in technology have given us an edge (our patented Softhane edge resists bumps and bruises).

As well as a remarkable new surface material called Finesse (soft as glove leather, tear- and stain-resistant).

But the real beauty of Fugue lies in the elements of its creation — inspiration, meticulous crafting and a commitment to excellence.

For that, we believe Bach would bow to us.

As we bow to him.



© HOWE 1987

FUGUE

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TABLES BY HOWE

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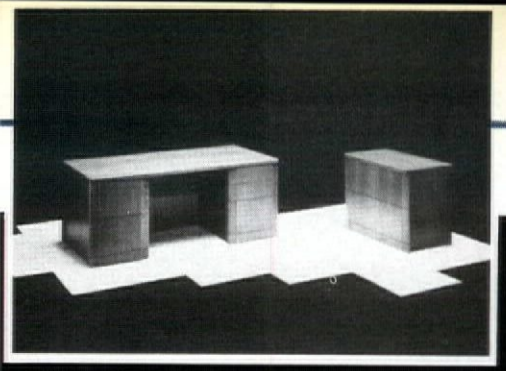
FLEXX from Chromcraft Monarch.
The right move.

*DuPont registered trademark.

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Casegoods feature exquisite detailing

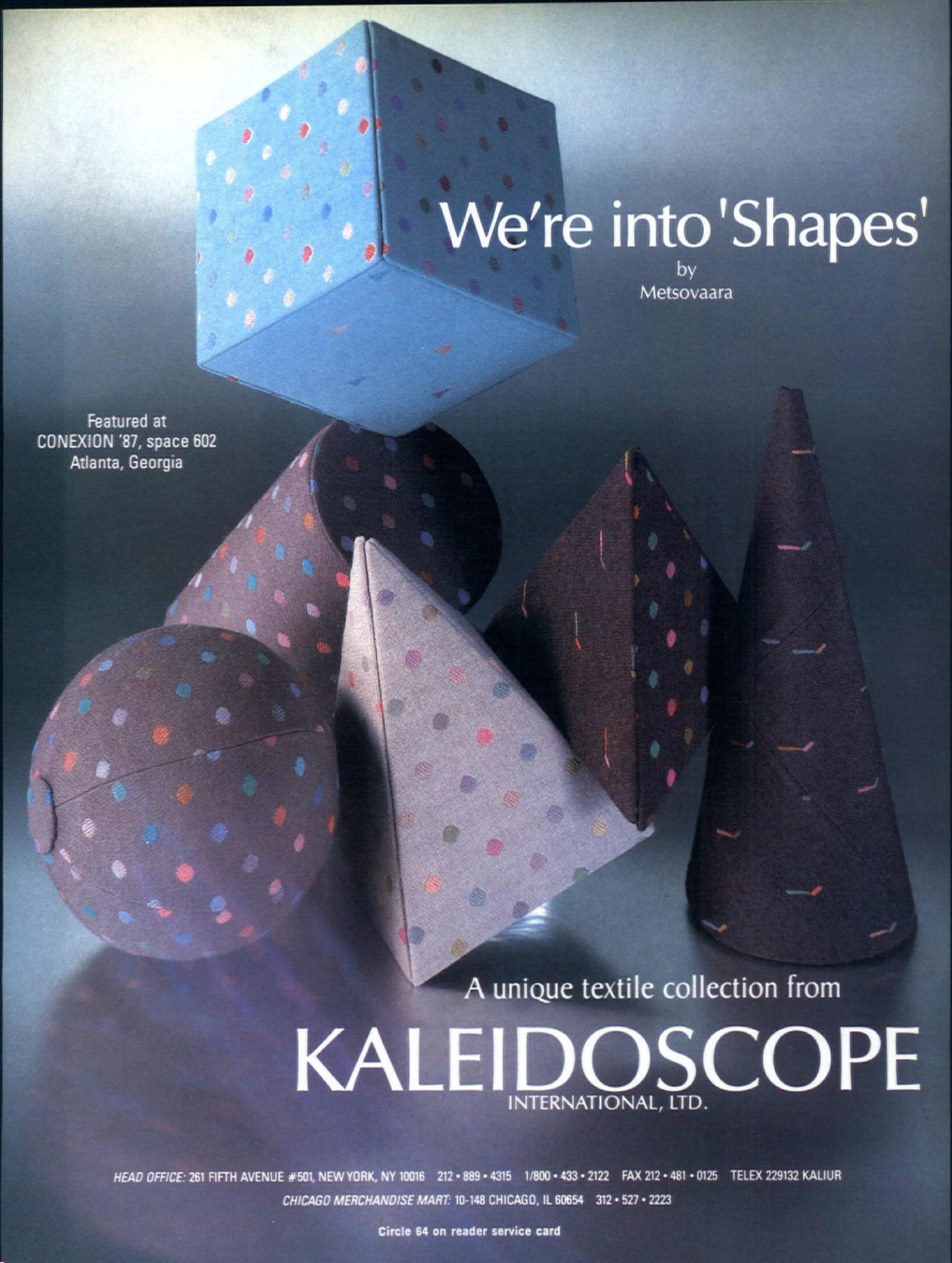
A union of smooth, subtle lines of contemporary furniture with the refined detail of traditional wooden pieces is achieved in the Palladia line introduced recently by Lunstead.

Designed by Larry Rouch & Co., the line was inspired by the Sixteenth Century Italian architect Andrea Palladio, renowned for his ability to handle light, shadow, and architectural details. In Palladia, light is allowed to skim across the sculpted faces, linger on the surfaces, and highlight subtle nuances without overpowering the interior elements.

"Modern European woodworking equipment allows Palladia casegoods to be produced at very attractive price points," says Lunstead president John Kennell.

Detailing is all contained in a single part blank which is utilized for desk and credenza backs and drawer fronts. According to Kennell, there are four parts per unit, so when run quantities are high costs are kept down.

The firm has also developed a technique to wrap veneer around the design detail of the fronts, eliminating the use of solids. **Circle No. 276.**


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Photographer: Mark Ross

GoTwo:

A profile of distinction combines rounded and sleek upholstered forms on an exposed steel frame lacquered in a choice of three metallic finishes. Loveseat sized, the piece comes in high- or low-back versions with leather, fabric or COM upholstery options. Design: Giovanni Offredi.



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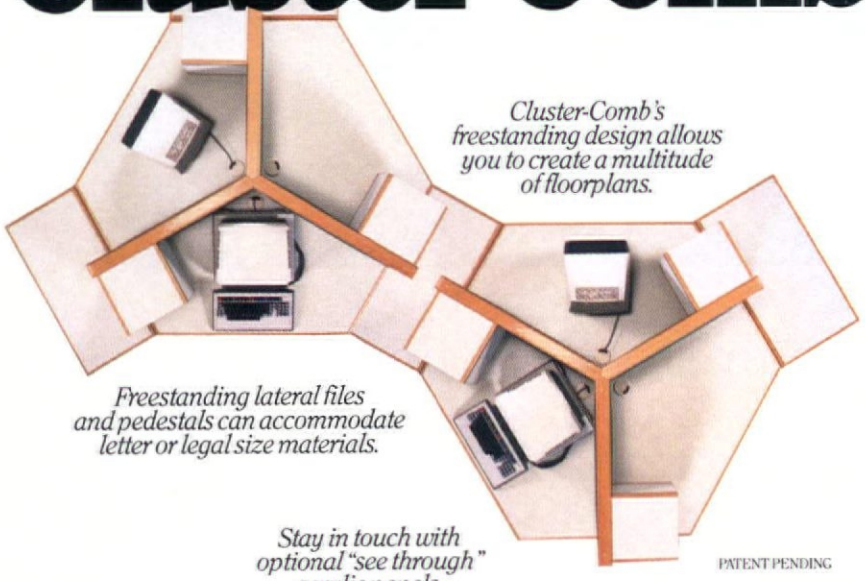
We Added A Whole New Dimension To The Word Cluster.



Desk top acoustical panels are available in either 18" or 24" heights. NRC rating is .85.

Articulating keyboard adjusts to individual requirements, with palm rests for extra support.

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Cluster-Comb's freestanding design allows you to create a multitude of floorplans.

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Ideal for school computer labs, telemarketing departments, and data entry areas.

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Circle 66 on reader service card

Cluster Comb. Where floor space is at a premium, you'll welcome its space saving 7' diameter. Its generous work-surfaces provide ample room for almost any task, while freestanding lateral files and pedestals easily accommodate letters or legal size materials.

Cluster Comb is ideal for school computer labs, telemarketing departments, data entry or any VDT intensive application where floor space is at a premium. In addition to improved aesthetics, space saving and productivity, *Cluster Comb* looks good on your bottom line. When compared to most furniture systems on the market today, a basic *Cluster Comb* configuration has an extremely attractive price.

To find out how to turn your office into a real beehive of activity, call 1-800-543-1921 or complete the coupon below.



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☐ Send me information on your other office systems solutions.

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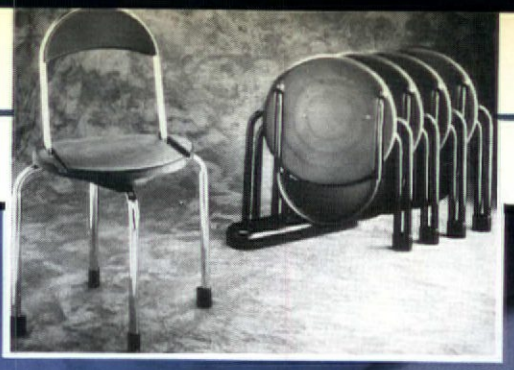
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Folding chair stores in limited space

One solution to the problem of little storage space is the clack folding chair from Fixtures Furniture. When closed, the chair takes up half the space of conventional folding chairs.

The folding action is easy; the back frame slots into grooves in the seat which, in turn, folds down on the legs. A steel frame is offered in black epoxy or an optional bright chrome finish.

For sturdiness, legs are fashioned of 1 in. of 16-gauge round steel tubing; the back is ¾ in. of 16-gauge round steel tubing. Seat and back are made of polypropylene. A standard carton of four chairs ships UPS.

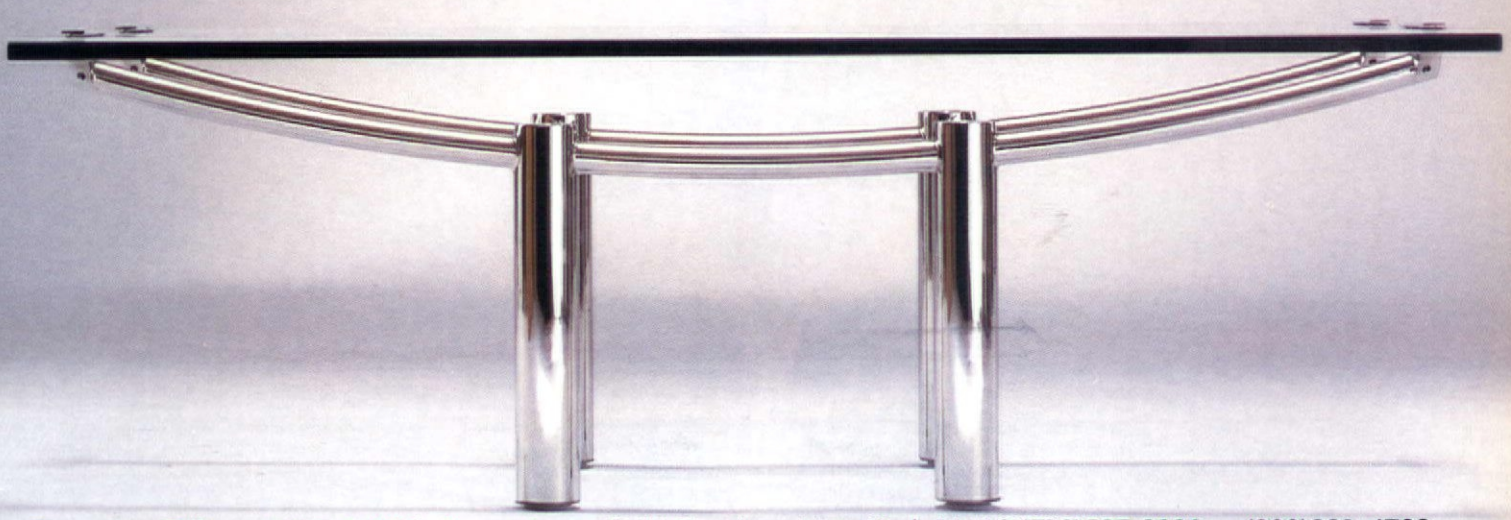
Also available is a four-wheel storage dolly which holds six clack chairs and a storage stand that accommodates four chairs.

Designed by L/O Designs, clack is manufactured by LAMM spa.

Circle No. 278.

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STRUCTURES TABLE
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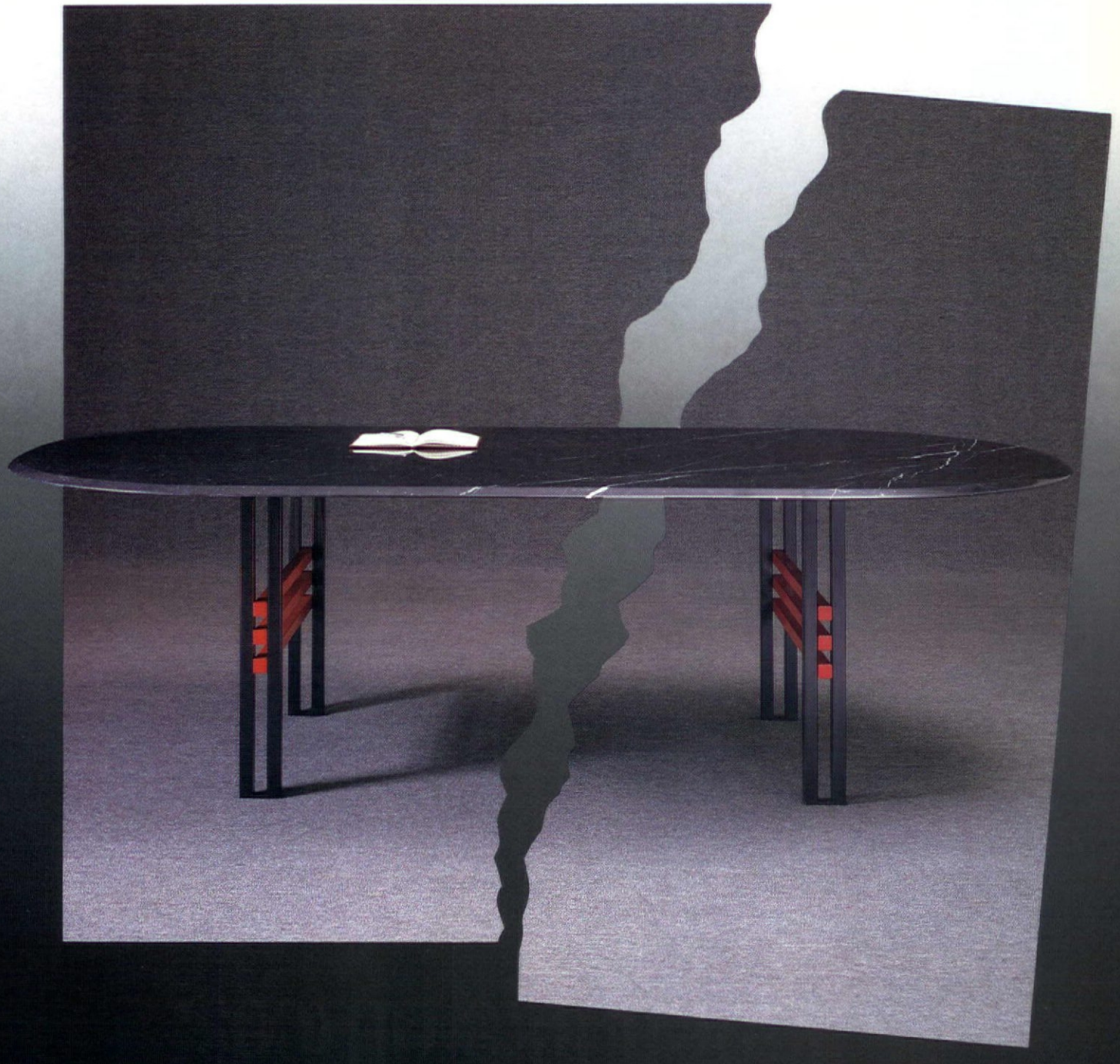
Novaro

Conference table series in a choice of 14 Cumberland marble tops

Steel base with contrasting stretchers

Available in various sizes and shapes

Design: I.M. Rosen



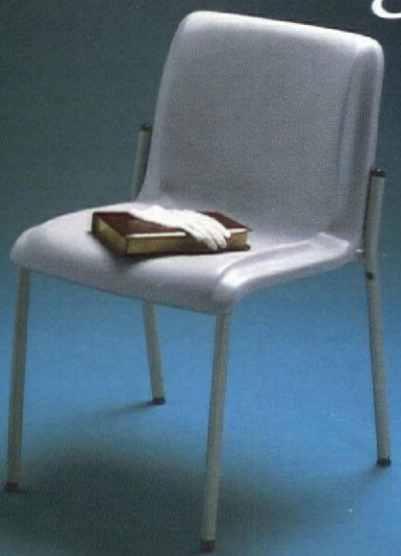
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PEOPLE NEWS



Klungle

American Seating Co. has made these management changes in its Interior System Division: **Bruce R. Weener** has become vice president of sales development; **Nelson W. Wilfore** was promoted to director of marketing; **Robert C. Benedict** was promoted to vice president of sales-West; **James F. Van Stee** was promoted to regional sales manager, Central region; **Mark Klungle** (shown) has become vice president, research and development; **Frank Baudo** is vice president of sales, East; and **Tom Francess** joined the firm as regional sales manager, northeastern region.



Uehrke

Charles J. Uehrke (shown), IBD, was named senior project manager, Earl R. Flansburgh + Associates Inc.

GF Furniture Systems has appointed **Richard D. Major** (shown) president and chief operating officer.



Major

Nancy Black Tompkins (shown) has become a marketing research associate at Radley Resources in Westfield, N.J. Specializing in the contract furniture and office automation industries, the firm provides business-to-business marketing services.

Scandiline Inds. Inc. has been acquired by Sequoia Associates. The Compton, Calif., firm will change its name to Scandiline Furniture Corp. Management changes include **Ajit Patel** (shown) as president and CEO; **Don Minkoff,** vice president of sales; and **Jon Thallaug,** vice president of marketing.



Tompkins

Laura Deubler Mercurio has formed Deubler Mercurio Color Design Consultants. Her color and product-design consulting firm is based in St. James, N.Y.

Deborah Hill, AIA, and **John Syvertsen,** AIA, of Swanke Hayden Connell Architects' Chicago office have been promoted to senior associates. **Gary Brunner** and **Janet Hahn,** also of the Chicago office, have been elected associates.



Patel

Mohawk Carpet has named three residential territory managers: **W. Lenny Carrasquillo,** southern division; **John Arndt,** upper Midwest division; and **Ed Thurman,** Southwest division.

Howe Furniture Corp., a supplier of tables for the contract and hospitality markets, has promoted **Melinda L. Fryer** (shown) to manager of advertising and trade shows. **Eric M. Smith, Jr.,** was promoted to director of marketing and sales.



Fryer

John A. Burkardt (shown) was named general manager at Kirsch Canada, located in Toronto, Ontario.

Chester E. Roemer (shown), FAIA, has been elected to the College of Fellows of the American Institute of Architects (AIA). Roemer is a senior vice president with Hellmuth, Obata & Kassabaum Inc.



Burkardt

John C. Kirby (shown) has been named to the new position of executive vice president and chief operating officer for Modern Mode, a California-based supplier of fine wood office furnishings and systems. Kirby was formerly CEO of the KH Group, a San Francisco-based management organization. In addition, **George H. Runckel** (shown) was appointed vice president of sales and marketing as part of the new aggressive marketing and restructuring program for the firm.



Walklet

Thomas B. Walklet (shown) recently joined Metcor Manufacturing as director of sales and marketing. He will be based in the firm's Los Angeles office.

The Window Fashions Division of Hunter Douglas has appointed **James T. Carithers** manager, contract and commercial sales, and **John K. Rowland** as eastern sales manager.



Kirby

Eldon Office Products has promoted **Heidi Hutchins** to product manager, contract/desk accessories.

Robert Koch has been named national accounts manager at Lumex. **Andrew Gagliano** was promoted to regional sales manager for the Northeast.

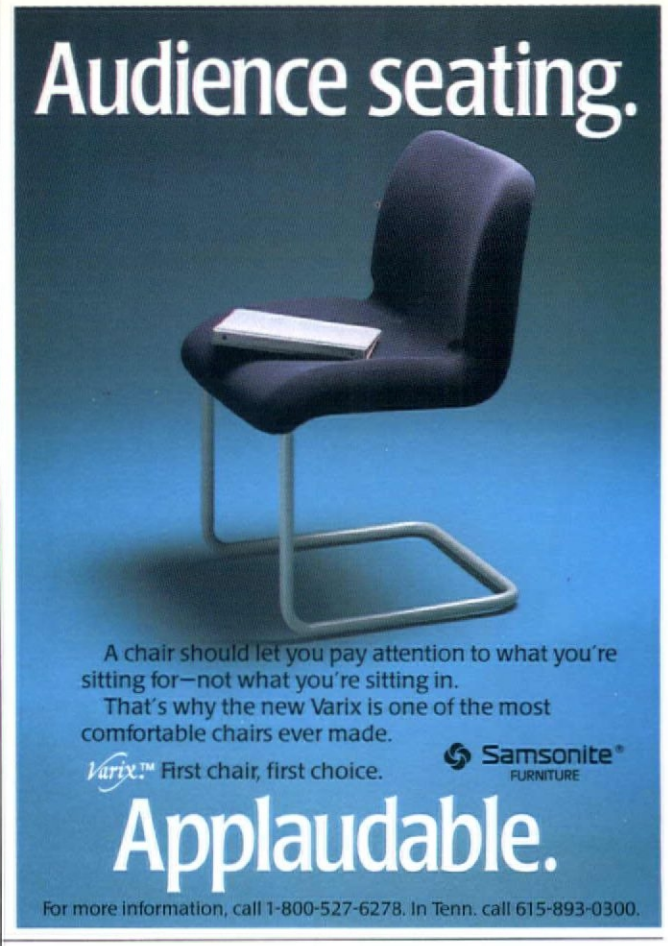


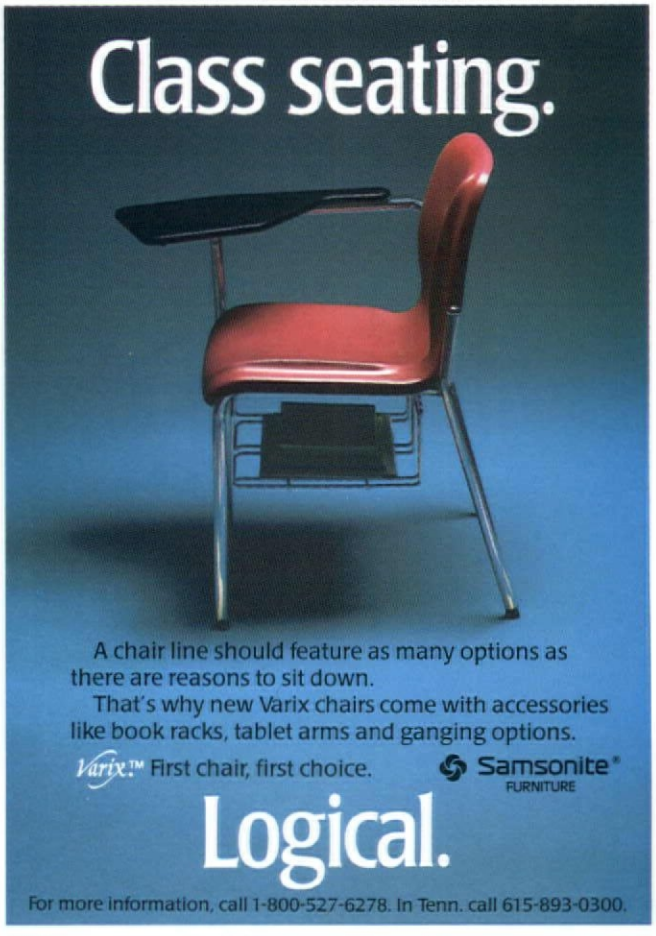
Runckel

Honorary doctorates of arts and humanities from Kendall College of Art and Design were awarded to **Gerrard W. Haworth,** chairman, Haworth Inc., and **David Hunting Sr.,** vice chairman, Steelcase Inc.

Winston Newell Russell was named vice president of manufacturing for Collins & Aikman's floor coverings division.

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Imagine if nature were designed like offices.

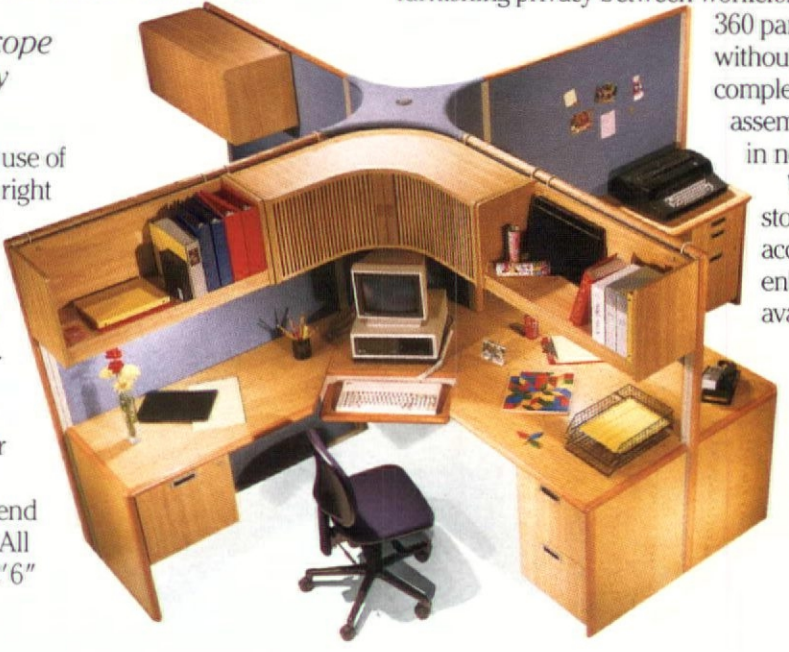


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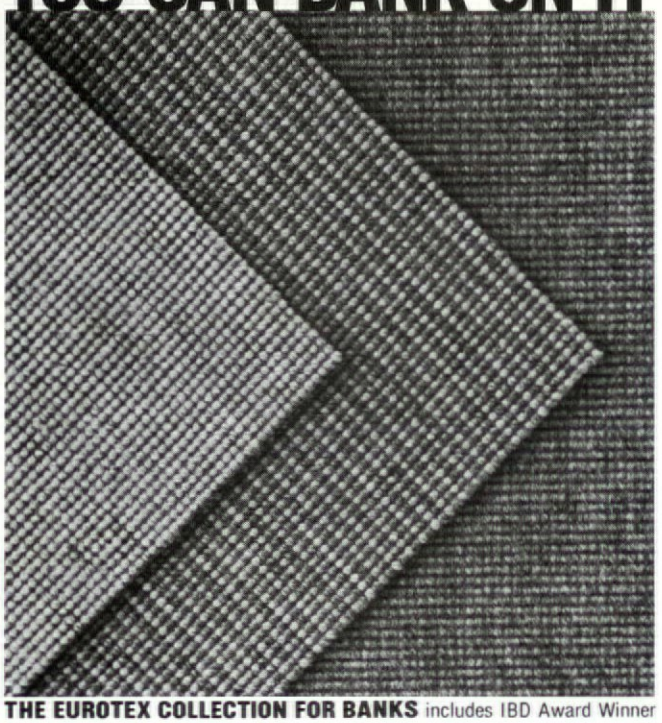
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PEOPLE NEWS



Koi

Ajit Mehra was promoted to the new position of senior vice president for Hunter Douglas North American Operations.

Dennis Spector has been named vice president, marketing, Thonet Inds. His office is located in the firm's showroom in Chicago's Merchandise Mart.

Morris * Architects has promoted **Gerald B. Koi** (shown), AIA, and **James R. Wallace,** AIA, from associate principals to principals.



Godwin

R. Wayne Godwin (shown) has become executive vice president of BASF Corp. and president of the Fibers Division.

Dux Interiors Inc. has appointed **Janet Day** regional marketing manager for northern California, Oregon and Washington.

Swimmer Cole Martinez Curtis has changed its name to **Cole Martinez Curtis and Associates.** Headquartered in Marina del Rey, Calif., the interior design firm marks its 20th anniversary this year.



Strange

David R. Strange (shown) has become marketing manager for AMP Products Corp.'s newly formed AMP NETCON Division, headquartered in Valley Forge, Penn.

Peggy Jonas was named Wool Bureau vice president/marketing, interior textiles. She will direct the marketing of Woolmark carpeting, upholstery, and bedding.



Brandt

Robert Silverstein, president of Eldon Inds. Inc., has assumed the additional posts of chairman and CEO. **Herbert Rome** was promoted to the newly established position of president and chief operating officer of Eldon U.S.A. Also, **David Markus** was promoted to the newly created post of president and chief operating officer of Eldon International.



Platzker

Roslyn Singer Brandt (shown) has joined Salomon Brothers Inc., New York City, as a vice president in the Facilities Department.

Marjorie Platzker (shown) was named president of Stuart Laff Associates, a Los Angeles-based space planning and design firm.

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COMING EVENTS

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September 17-18. International Market Square Fall Market, "Images & Illusions." Minneapolis, Minn.

September 17-18. Innovations '87. INNOVA. Houston, Tex.

September 17-22. National Casual Furniture Market. The Merchandise Mart, Chicago.

September 20-22. Pan Pacific Lighting Exposition. Concourse at Showplace Square, San Francisco, Calif.

September 25-26. Indiana Society of Architects annual conference. Merchandise Mart. Chicago, Ill.

September 28-October 2. INFO '87, Information Management Exposition and Conference. Javits Convention Center, New York, N.Y.

September 29. ACT Textiles Show. IDCNY, Center Two, New York, N.Y.

October 7-10. Design New York 1987. Resources Council, New York.

October 7-10. AIA conference on justice facility design. Columbus, Ohio.

October 8-10. Designer's Saturday. New York, N.Y.

October 8-10. IDCNY Fall Market. New York, N.Y.

October 15-23. Southern Furniture Market. High Point, N. C.

October 17-21. AIA symposium on healthcare facilities. Cleveland, Ohio and Ann Arbor, Mich.

October 20-24. NOPA convention. McCormick Place, Chicago.

October 25-28. NECA National Electrical Contractors Assoc. annual convention. San Francisco.

October 26-29. "Ergonomics in Use," Users Group 38th Symposium. Holiday Inn Mart Plaza, Chicago.

October 28-30. CONEXION '87. Atlanta Merchandise Mart, Atlanta.

October 31. Metro NY ASID Chapter "Fire Safe Design" seminar. Cooper Union School of Engineering, New York, N.Y.

November 1-3. "Lighting Energy Solutions," A National Conferenece on Energy-Efficient Lighting. Boston, Mass.

November 1-4. IFMA annual conference and exposition. Dallas, Tex.

November 4-5. Capital Design Week. Washington Design Center, Washington, D.C.

November 4-6. Night Club & Bar Expo International, Atlantic City Convention Center, Atlantic City, N.J.

November 4-6. AIA conference on the roles of corporate and practicing architects. New Orleans, La.

November 11-12. Philadelphia Design Assembly '87. The Marketplace Design Center, Philadelphia, Penn.

November 5-8. CRI Annual Meeting & CEO Conference. Ritz-Carlton Hotel, Naples, Fla.

November 8-11. International Hotel/Motel Restaurant Show. Jacob K. Javits Convention Center, New York, N.Y.

November 14-16. Design Los Angeles '87. Design Center of Los Angeles, Los Angeles.

November 18-20. The Buildings Show. Philadelphia Civic Center, Philadelphia, Penn.

Foreign

September 9-20. Burlington House Antiques Fair. Royal Academy of Arts, London, England.

September 17-21. Salone del Mobile, Milan Furniture Fair. Milan Fairgrounds, Italy.

September 29-October 4. CERSAIE '87, fifth annual international trade fair for ceramic tile and bathware. Bologna Fairgrounds, Bologna, Italy.

October 16-19. German Designer's Saturday. Dusseldorf, West Germany.

November 18-22. International Furniture Fair Tokyo. Tokyo International Fair Grounds, Japan.

November 19-21. IIDEX. Metro Toronto Convention Centre, Toronto, Canada.

November 21-25. TECNHOTEL '87, international exhibition of the hospitality industry. Genoa, Italy.

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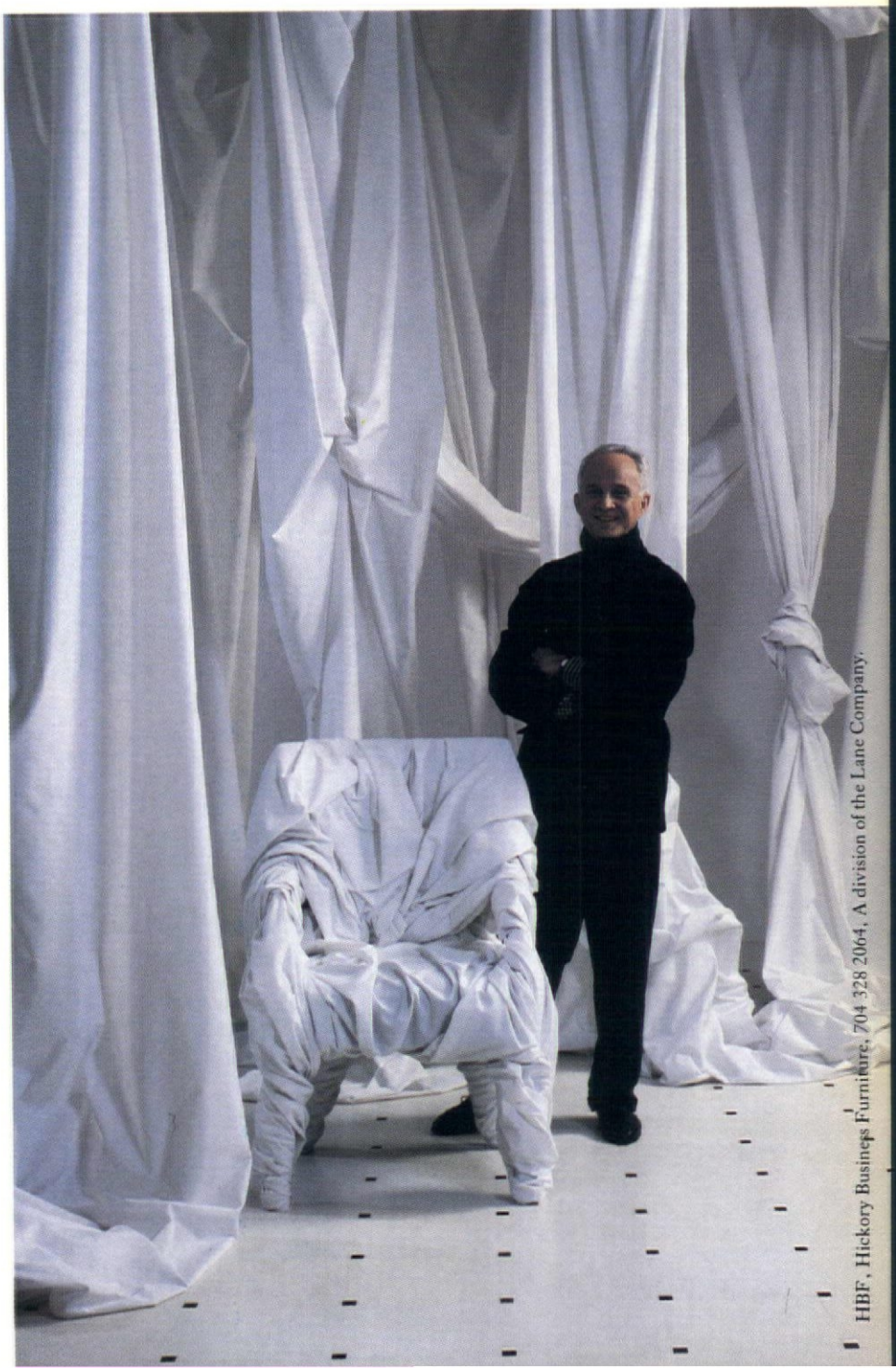
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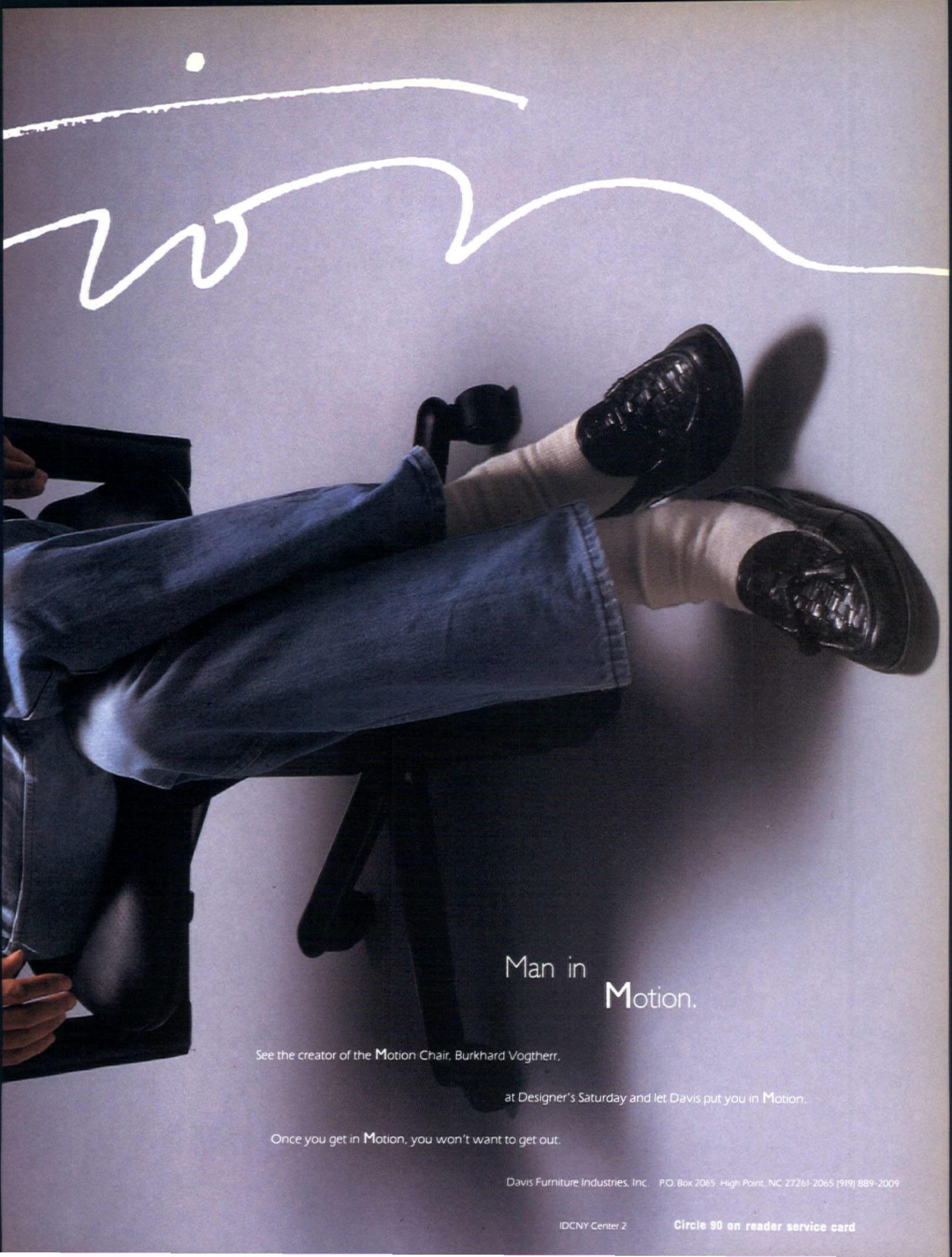
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Design: Alfred Homann

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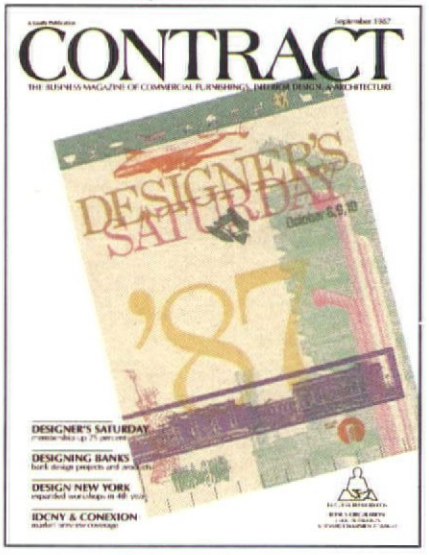
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September 1987



DESIGNER'S SATURDAY OFFERS FULL PROGRAM IN 20TH MARKET YEAR

This year marks the 20th anniversary of Designer's Saturday, making the New York showroom event held October 8-10 the oldest contract market—surpassing NEOCON by one year. Joining in commemoration of the event this year are 13 new member firms, bringing the total number of participating firms to 67, an expansion of 25 percent. New members are: Edward Fields, Lees Commercial Carpet, B & B Italia, L U I Corporation, Metalstand Company, Patrician/Dar Ran Furniture, Saladino Furniture, F. Schumacher & Company, Supreme Equipment & Systems, RoseJohnson, Thonet Industries, Tuohy Furniture, and Xception Design.

Notes Designer's Saturday president Thomas Cleland, Steelcase vice president and eastern general manager, "This is the largest number of members Designer's Saturday has elected in one year since its inception in 1967. The Board of Directors felt that it was important to establish a broader membership base in order to develop more innovative, new programs for our October event as well as throughout the year."

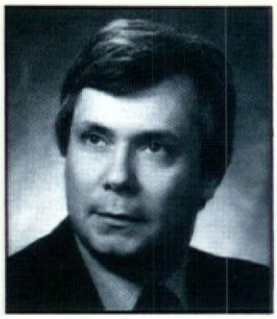
Indeed, Cleland promises a few changes over the next few years in Designer's Saturday operations. "If you accept the fact that our industry is becoming more complex and more sophisticated, you realize that Designer's Saturday has to change to keep up with the momentum of our business. We have to enhance the value of being a member, and at the same time spread some of the administrative responsibilities among individual members. We need their energy and recommendations."

Cleland notes that Designer's Saturday will expand into other segments of the industry to incorporate other product lines, including lighting and floorcovering (as evidenced by the addition of two carpet manufacturers this year), among other product categories. An Associate Membership category for suppliers to industry, such as fiber and raw materials companies, is being evaluated.

(Continued)



EXECUTIVE BUYER EDITION
Bonus Circulation:
5,000 bank presidents
& board chairmen



"Designer's Saturday has elected 13 new member firms this year—the largest addition to its membership since its inception in 1967. The Board of Directors felt that it was important to establish a broader membership base in order to develop innovative programs for our October event as well as throughout the year."—*Thomas Cleland, Designer's Saturday president, Steelcase vice president and eastern general manager.*

DESIGNER'S SATURDAY

Three concurrent markets held

Touting the fact that Designer's Saturday is the only contract market which is not landlord-controlled, and which includes participation from several mart buildings, Cleland observes that there is considerable strength lent to the event this year by concurrent programs being offered at various mart locations. The International Design Center, New York (IDCNY) is holding its first Fall market (see details on p. 158) and Design New York, sponsored by the Resources Council and centered primarily in Manhattan locations, is being held during Designer's Saturday for the second year in a row (refer to p. 160 for details).

A third group participating in the expanded October market is Designers Downtown, which holds its fourth Open House for 11-plus members concurrently with Designer's Saturday on Saturday, October 10. Contact Ray Wenzel, Marc/Raymond Inc., (212) 620-4195, for details on showrooms located in the Chelsea, Soho, and Flatiron neighborhoods.

Markets stress educational value

Says Cleland, "The growth of our industry demands more regional markets. And, these markets must emphasize education and provide information on products and services." He stresses that individual member firms of Designer's Saturday have a wealth of research which could be organized and made available to designers as an ongoing service of the organization.

He comments that there is tremendous benefit to be drawn from the varied composition of Designer's Saturday members which includes both small and large firms. Cleland notes that what the New York markets in general, and Designer's Saturday in particular, must strive to do is to be fair and equitable to the interests of all firms, regardless of size or business specialty.

"More members are introducing product at Designer's Saturday which is encouraging," Cleland continues. Helping promote new products is a Designer's Saturday videotape which is being developed to feature members' new products. It will be distributed after the event.

To further the services of the organization, Designer's Saturday has hired an outside consultant and has also established a marketing committee headed up by George Beylerian.

In addition to individual showroom seminars being offered on Facilities Management Day, Thursday, October 8 (see following pages for coverage), Designer's Saturday is hosting an **opening breakfast presentation** at the Architects & Designers Building, 150 East 58 Street, titled, "Asbestos in Commercial Buildings: Risks and Resolutions." It will take place from 8 to 10 a.m. on the mart's second floor. This educational seminar is open to all designers and end-users and includes a panel of experts addressing legal and environmental asbestos issues.

Managers Association (BOMA) International; Edward A. Riguardi, senior executive vice president/director of Operations and

The program will feature: Sheila L. Birnbaum, partner, Skadden, Arps, Slate, Meagher and Flom law firm; Douglas Greenaway, director, Regulatory Affairs, Building Owners and Managers Association (BOMA) International; Edward A. Riguardi, senior executive vice president/director of Operations and Engineering Departments, Williams Real Estate Company; Harvey W. Schultz, comissioner, Department of Environmental Protection, New York; John F. Welch, president, Safe Buildings Alliance (SBA); Steven Winter, president, Steven Winter Associates; and Muriel Chess, editor-in-chief *Professional Office Design*, program co-sponsor.

Following showroom presentations and tours (9 to 5 p.m.) an evening event to be held at 5:30 in Center Two, IDCNY, will feature Richard Rogers, Richard Rogers Partnership, who will discuss the Lloyd's of London project designed by his firm in a **Facilities Management Keynote presentation.** This event will be co-sponsored by *Facilities Design & Management* magazine, sister publication of CONTRACT. A reception provided by Tactesse/ICI Fibres will follow with later return bus service available between IDCNY and 919 Third Avenue at 56 Street (as well as Grand Central Station).

Tickets to the breakfast and evening reception can be picked up at Designer's Saturday showrooms, or by contacting Designer's Saturday Inc., 911 Park Ave., New York, NY 10021.

On Friday, October 9, CONTRACT will host the **IBD/CONTRACT Product Design Competition Awards breakfast** to honor winners of the 19th annual competition. It will be held from 8 to 10:30 a.m. in the Grand Ballroom of the Plaza Hotel, Fifth Avenue and 58th Street. Competition winners will be published in the November issue. Tickets priced at $50 are available by contacting Caroline Grund, IBD, (312) 467-1950.

In other competition sponsorship, CONTRACT will be holding the **first annual showroom design competition** jointly sponsored with the American Society of Interior Designers, for IDCNY showrooms during Designer's Saturday. Refer to IDCNY Fall Market coverage later in this issue and p. 23.

On Friday evening, showrooms will provide cocktails and hors d'oeuvres from 5 to 8 p.m. when various mart buildings will be open, including the Decorative Arts Center, 305 E. 63 Street, which holds its Night of the Stars event.

Saturday will offer showroom visiting hours from 9 to 5 p.m., followed by a concluding **gala at the Metropolitan Museum of Art,** Fifth Avenue at 82 Street, from 7 to 9 p.m. A buffet and bar will be provided in the Temple of Dendur and entertainment in the American Wing Courtyard will include Kit McClure and her 16-woman band. Admission tickets are tax-deductible at $20, purchasable at showrooms or at the museum on Saturday.

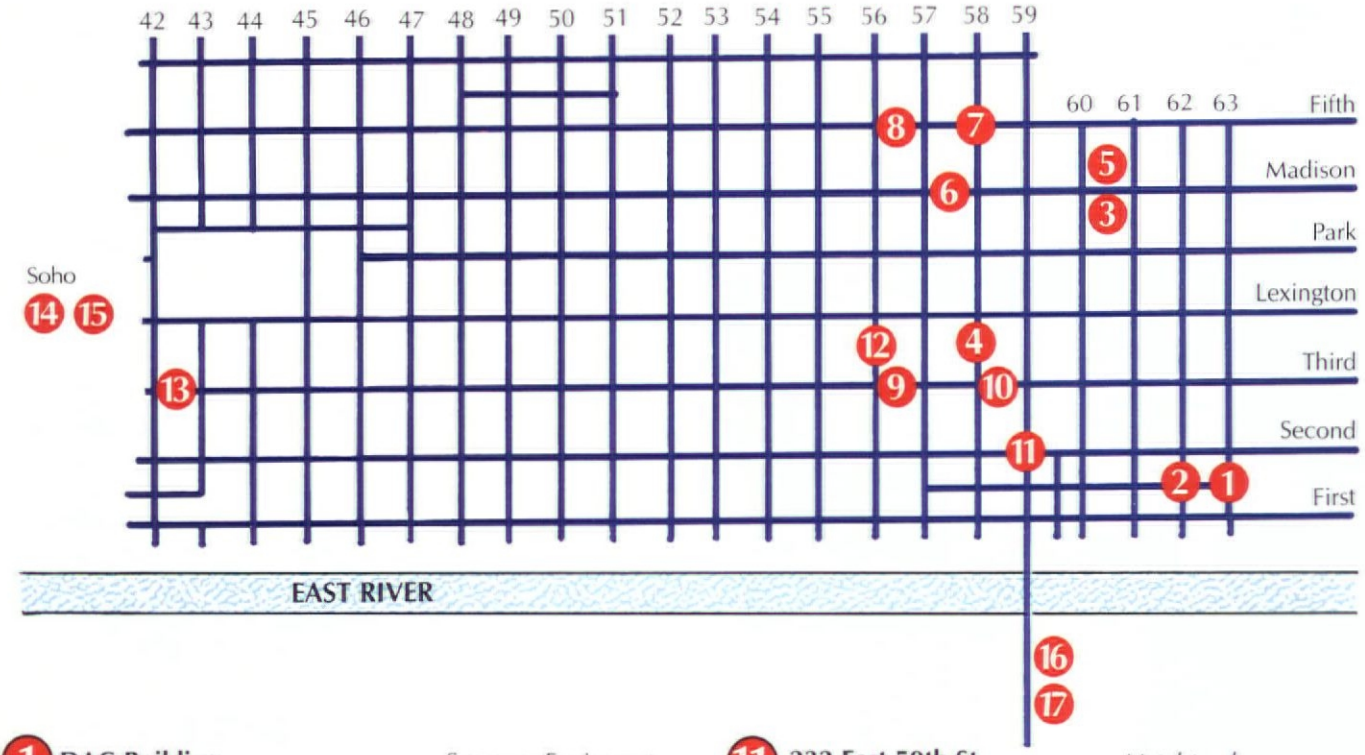
Special discounted airline travel and hotel arrangements are available for attendees by contacting Trips Away Travel, 29-10 Thomson Avenue, Long Island City, NY 11101; (718) 786-6900 or (800) 428-6677.—*R.W.*

TOPIC	SHOWROOM	SPEAKER	10 am	11 am	1 pm	2 pm	3 pm	4 pm
305 E. 63 St.								
Negotiating A Win/Win Design Contract	Intrex	Juliette Lam, Sr. V.P., Neville Lewis Assoc.				●		
John Saladino presents his new furniture collection	Saladino Furniture, Inc.	John F. Saladino, CEO, President, Saladino Furniture		●		●		
Art is Construction, Construction is Art	Stendig Intl.	Santiago Calatrava, Architect & Engineer	●					
The "Archeology" of the Present Perfect	Stendig Intl.	Andre Putman, Founder, President, Ecart Intl.				●		
321 E. 62 St.								
Unfolding Architecture	The Pace Collection	Michael Kalil, Space Engineer, Kalil Studios		●				
655 Madison								
Facilities Management Systems as a Support Function	GF Furniture	Don Sachar, vice Chmn., Environetics		●		●		●
Creative Problem Solving with Facilities Managers Through Tailored Product Solutions	Haworth, Inc.	Chuck Jones, Manager, Venture Group; Harold Wilson, Dir., Venture Group	●			●		
600 Madison								
Showrooms: A Design Resource	American Seating	Barbara Hillier, Principal, The Hillier Group	●					
Expanding Design Resources with Color	American Seating	Jo Heinz, Sr.V.P., Staffelbach Design Associates				●		
4 West 58 St.								
Implementation of Environmental Research in the Design Process Case study: NYNEX	Harter Contract	Robert Engel, Gere Picasso, Engel Assoc.		●	●			
150 E. 58 St.								
Audio Visual Presentation Of A Manufacturing Technique	Arconas Corp.	John Neufeld, President, Arconas Corp.						
Understanding the Design Process in Corporate Relocation	Croydon Furn.	Larry Mufson, Director; Donna Cummings, Principal, Marshall Cummings & Assoc.	●					
The Workplace as a Strategic Business Advantage	Kimball Intl.	Maree Simmons-Forbes, Ph.D, Director, The Forbes Group		●		●		
How to Avoid Fatigue at the Office	Krueger	Denise Austin, Fitness Expert, NBC Today Show				●	●	
232 E. 59 St.								
Specifying Custom Wool Carpets for Contract Use	Edward Fields Inc.	Jack Fields, Pres., Edward Fields Inc.; various staff and specifiers.		●		●		
155 E. 56 St.								
Advantages of Wool for Interior Textiles	Stroheim & Romann, Inc.	Craig Harger, Marketing Manager, Interior Textiles, The Wool Bureau		●				
105 Wooster St.								
Habitability Design: From Space Station to Work Station	Knoll Intl.	John Frassanito, President, John Frassanito & Assoc.	10:30		1:30			
730 Fifth Ave.								
Facilities management Needs & Trends; British Airways Project	SunarHauserman	Dr. Tim Springer, consultant; Steven Tufuro, British Airways		noon		●		

FACILITIES MANAGEMENT DAY THURSDAY, OCTOBER 8, **IDCNY SEMINAR LOCATIONS, LONG ISLAND CITY**

IDCNY Location	TOPIC	SHOWROOM	SPEAKER	10 am	11 am	1 pm	2 pm	3 pm	4 pm
	Strategic Planning for Facilities Management	Alma Companies Center 2	Jeffrey M. Hamer, President/CEO, Computer Aided Design Group		•		•		
	Lighting for Unusual Spaces	Artemide, Inc. Center 1	Diana Juul, Principal, Steven Mesh/Diana Juul Arch. Lighting	•					
	The Seeing Process In Interior Design	Artemide, Inc. Center 1	Steven Mesh, Principal, Steven Mesh/Diana Juul Arch. Lighting		•				
	Legal Disputes Between Designers & Clients: How To Resolve Them	Atelier Intl. Center 2	C. Jaye Burger, Esq., Attorney, C. Jaye Burger Law Offices				•		•
	Informal conversation and dessert with the Managing Director	B & B Italia Center 2	Giorgio Busnelli, Managing Director, B & B Italia				•		
	European Design Influence on the American Market	Brayton Intl. Center 2	L. Paul Brayton, President & CEO, Brayton International		•				
	Overlooked Financial Aspects of Facilities Management	Brayton Intl. Center 2	Steven Binder, Vice President/Dir. Project Management, Citicorp Ctr.				•		
	A Videotape Primer on Videoconferencing	Davis Furniture Center 2	Hubert Wilke, Founder/Former President, The Wilke Organization		•				
	National Contracts: Who Wins, Who Loses	Domore Corp. Center 1	Moderator: Anne Fallucchi, Editor/ Co-Publisher, *Facilities Design & Management*; Panel: Eric DeVaris, AT&T; Margo Grant, Gensler & Assoc. Architects; Neville Lewis, PHH Group, Neville Lewis Assoc.; Carmen Pucciarello, Prudential Ins.					•	
	Fire Liability Considerations for Facility Managers	Fixtures Furn. Center 2	Sivon Reznikoff, College of Architecture, Arizona State University		•		•		
	Corporate Interfacing/Architecture, Furniture & Art	Gunlocke Co. Center 1	Robert Koo, President, Szoke Koo Associates Corporate Art					•	
	Workstations and Flexibility	Helikon Furn. Center 2	Bill Krebs, Managing Principal, Interspace		•				
	Learning the Principles of Making and Implementing Decisions	Howe Furniture Center 2	Videotape Comedy—"Decisions, Decisions," starring John Cleese						
	Politics of Furniture Selection	L•U•I Corp. Center 1	Robert Woertendyke, Senior V.P./ Principal, Neville Lewis Assoc.	•					
	Making Management Understand Facilities Management	L•U•I Corp. Center 1	Don Sachar, Vice Chairman, Environetics					•	
	Researching the Automated Workplace	Herman Miller Center 1	James Trunzo, President, Intratec	•					
	Don't Touch That Plan—You Can't Afford It	Herman Miller Center 1	William Walker, Manufacturers Hanover Trust Co.		•				
	Organizing For Facility Management	Herman Miller Center 1	Kreon Cyros, Director, Facility Management Systems, MIT			•			
	A New Approach To Asset Management	Herman Miller Center 1	Tim Walker, Senior V.P., National Marketing, PHH Group				•		
	The Building Blocks of Efficient Facilities Planning	Herman Miller Center 1	Pat Castellano, Director of Design, Miller Design Organization					•	
	Bottom-Line Benefits For Top Management	Herman Miller Center 1	Hy Bomberg, Senior Marketing Manager, Herman Miller						•
	Managing the Changing Law Office	Steelcase, Stow & Davis, Center 1	Stephen P. Gertz, Executive V.P., H.M., Keiser Assoc. Inc.	•					
	The Administrative Management of Wiring and Cabling	Steelcase, Stow & Davis, Center 1	Robert McFarlane, V.P. Dir. of Technology, The Wilke Org.		Continuously			•	

MAP



1 DAC Building
305 East 63rd St.
Dux Interiors
ICF International
Intrex Furniture
Kittinger
Saladino Furniture
Stendig
Supreme Equipment
Thonet
Vecta Contract
Zographos Designs

2 321 East 62nd
Madison Ave. at 72nd St.
Pace Collection

3 655 Madison Ave.
GF Furniture
Haworth

4 A&D Building
150 East 58th St.
Arconas
Croydon
Dunbar
Kimball/Artec
Krueger
Madison Furniture
Reff
RoseJohnson

5 654 Madison Ave.
Geiger International

6 600 Madison Ave.
American Seating

7 4 West 58th St.
Harter

8 730 Fifth Ave.
SunarHauserman

9 939 Third Ave.
F. Schumacher

10 D&D Building
979 Third Ave
Brueton Industries
Brunschwig & Fils
Donghia Furniture & Textiles
Maharam

11 232 East 59th St.
Edward Fields
Jack Lenor Larsen

12 155 East 56th St
Stroheim & Romann

13 666 Third Ave.
Shaw-Walker

14 386 West Broadway
Nienkamper

15 105 Wooster St.
Knoll International

16 IDCNY Center One
30-30 Thomson Ave.
Long Island City
Allsteel
Artemide
CorryHiebert
Domore
Gunlocke
L.U.I.
Lehigh-Leopold/Cole
Lees Commercial Carpets
Metalstand
Herman Miller
Steelcase/Stow & Davis
Westinghouse
Xception Design

17 IDCNY Center Two
30-20 Thomson Ave.
Long Island City
Alma
Atelier International
B&B Italia
Brayton International
Cumberland
DarRan
Davis Furniture
Fixtures Furnitue
Hardwood House
Helikon
Howe Furniture
ICF International
Kinetics
Jack Lenor Larsen
Metropolitan Furniture
Modern Mode
Mueller
Myrtle Desk
Patrician
Tuohy



Dux, **Circle No. 235.**



GF, **Circle No. 285.**



Pace Collection, **Circle No. 225.**



Kittinger, **Circle No. 218.**

1 DAC Building, 305 E. 63rd St.

DUX INTERIORS offers Spider 87 designed by Kenneth Bergenblad. The seat and back are of tubular steel with support of "Pirelli" straps. Upholstered with polyester and fiberfill. Available in any Dux fabric or exclusive leathers. Garvan Kelley, sales manager, will be in the showroom.

ICF is re-introducing the Aalto Side Table designed in 1931-1932 for Alvar Aalto's Paimio Sanitorium in Finland. Recently featured in the Museum of Modern Art when Aalto's work was exhibited, it is made of laminated and molded Finnish birch in the same factory in Finland where it has been produced for the past 52 years. ICF has been the exclusive importer since its founding 25 years ago. ICF will be open at both New York showroom locations here, and **IDCNY Center Two, seventh floor.** Showrooms will be hosted by Sam Friedman, president; Pat Hoffman-Friedman, executive vice president; and Sina Pearson, president, Unika Vaev, ICF's fabric division.



Friedman

INTREX introduces Intracase, a casegoods system with interchangeable pedestals which fit into desk, return, or credenza "envelopes." Available in mahogany and oak, and three high-gloss colors. Attending the showroom on the third and fourth floors, will be Leonard Eisen, president, and Aldo Radoczy, executive vice president.



Eisen



Radoczy

KITTINGER offers an arm chair in its Georgian Collection of Queen Anne designs suitable for office, conference, and reception area seating. Craig M. Shoemaker, president; Gary L. McCammon, vice president sales and marketing; and Michael J. Coffey, director, sales administration, will be there along with showroom manager John Danielson.



Shoemaker



McCammon



Coffey

SALADINO FURNITURE will present its legless Villa Chair which is skirted in leather for contract use. John Nihoul, vice president; Phillipa Gettman, showroom manager; and Barbara Hawkins, public relations, will greet showroom guests.

STENDIG is staging four introductions with Andrée Putman Editions, a collection of furniture, lighting, and rugs, by 20th century designers; the Stiletto chair by three California designers; furniture from leather craftsmen at deSede of Switzerland; and its new sixth floor showroom. Vitra products will also be represented in the showroom attended by Charles Diker, chairman, Stendig Inds.; Robert Boulton, chairman, Stendig Int'l.; Larry Pond, vice president, sales/marketing; and Kitty Hawks, vice president, business development.



Pond

2 321 E. 62nd. & Madison Ave. at 72nd St.

PACE COLLECTION offers the Elite Desk, a geometric story of echoing circles and repetitive rectangles. It is outlined with saddle leather and glass with a built-in writing block. The Elite Desk may be seen at both showrooms where Leon Rosen, president; Arthur Rosen, vice president; and Ivo Del Borgo, showroom manager will be available.



L. Rosen



A. Rosen



Del Borgo

3 655 Madison Avenue

GF FURNITURE offers the Stratum Panel System to create an entire office from support staff to CEO. The full-line panel system offers a wide selection of surface materials in steel, fabric, and wood combinations. The panel system includes upper cabinets, with corner units, display shelves, and vertical storage capabilities. At the fourth floor showroom will be Richard D. Major, president; Charles J. Saylor, vice president, marketing; and David C. Dunkerly, senior director of sales.



Major



Saylor

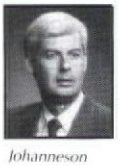


Dunkerly

HAWORTH will show all versions of the Catalyst chair, designed by Warren Snodgrass. It is ergonomically correct for management, professional (shown), task, and side chair needs in the office environment. At the showroom will be Dick Haworth, president, and Jerry Johanneson, executive vice president, marketing and sales.



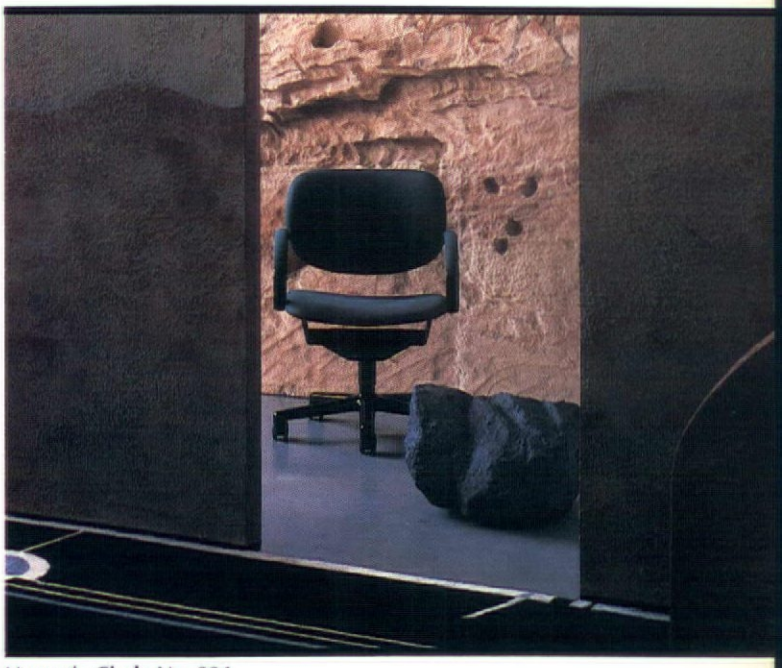
Haworth



Johanneson

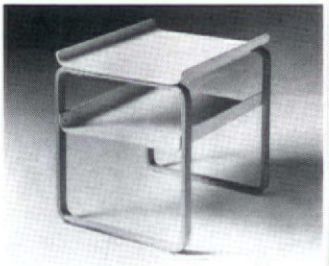


Stendig, **Circle No. 270.**

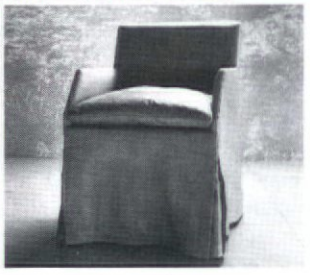


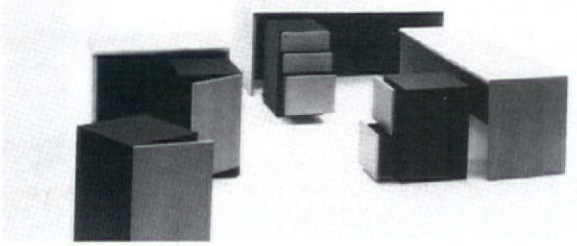
Haworth, **Circle No. 224.**

ICF, **Circle No. 265.**



Saladino, **Circle No. 226.**





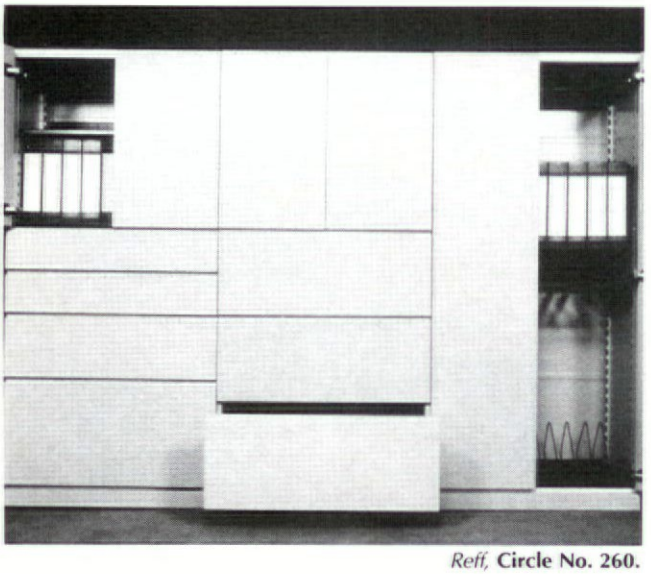
Intrex, **Circle No. 228.**



Arconas, **Circle No. 266.**



RoseJohnson, **Circle No. 217.**



Reff, **Circle No. 260.**

4 A&D Building, 150 E. 58th St.

ARCONAS will produce on license for distribution in North America, the Arco Chair designed by Paul Tuttle, a California sculptor. It is made of solid steel in mirror chrome finish and leather upholstery. Attending the seventh floor showroom will be John Neufeld, president; George Tanier, general sales manager; Marie Cox, vice president; and Michael Pascucci, regional sales manager.



Tanier



Neufeld

CROYDON will display its 85/15 Systems Program which allows specifiers to integrate wood and steel system components with selected custom pieces. Photo shows system installed at Arthur Andersen & Co, Boston, designed by The Architects Collaborative. William H. Harding, president; Ray Lamendola, vice president, U.S. sales; and Roy Townsley, vice president, marketing, will be in attendance at the new fourth floor showroom.

DUNBAR has a collection of casegoods slated to become the flagship of the company's executive desk lines. It has the same brass reveal signature of the Banker's Edition Series, but with softer edge detail and tri-mitered corners constructed of mahogany hardwoods and veneers. Attending the O'Brien Riservato showroom (representatives for Dunbar) will be Alan J. Becker, president and CEO; Mike Melcher, vice president, sales; and Michael J. Vaillancourt, vice president, administration.



Becker



Melcher



Vaillancourt

KIMBALL ARTEC will feature Connex seating, a product of the joint venture of Kimball International and the Kloeber Co., Uberlingen, West Germany. The chair's triangle and stripe detail may be specified in any Kimball color from its line. Pivotal pressure points and spring tension support the user in an upright position. In the showroom will be John Thyen, senior executive vice president, marketing, Kimball Intl.; Bob Bishop, vice president, sales, Kimball Artec; and Terry Wilson, marketing manager, Kimball Office Furniture Division.



Bishop

KRUEGER creates the Venue table series line with resin surface styling (as shown) and tubular steel bases or cast aluminum bugle base. Resin series offers multicolor effects in solids or stripes. Tables are available with hardwood bullnose edges. Vertebra managerial chair is shown behind table. Attending the showroom will be Richard J. Resch, president and CEO; James A. Hurd, vice president, sales; and Neal R. Flesher, regional sales manager.


Resch


Hurd


Flesher

MADISON offers a traditional executive desk which is part of the 1800 Collection. The desk is 72-in. long by 36-in. wide, featuring four box drawers, two file drawers, two sliding reference shelves, and a center drawer. Leo Yager, Madison president; and James Steele, vice president, sales, Madison; join Manfred Steinfeld, chairman Shelby Williams Inds., in the showroom.


Yager


Steinfeld


Steele

REFF has a data filing system, System 6, which features metal cabinets with laminate or wood fronts, available in a variety of finishes. The interior is modular and interchangeable so cabinets may be retrofitted with accessories. Attending the 10th floor showroom will be Ralph Miethner, marketing director, and Fred Dreschel, vice president, marketing and sales.

ROSEJOHNSON will introduce its first line of office seating, the RJ Chair, which joins the Progressions+ family of office furniture. Frank Jeffreys, vice president, sales and marketing; Gerard C. Oppenneer, national sales manager; and Steven B. Bohatch, marketing manager, will be at the O'Brien Riservato showroom (representatives for RoseJohnson).


Jeffreys

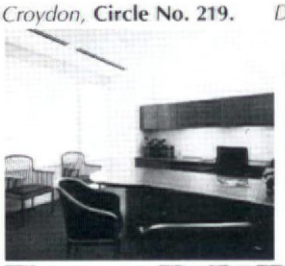

Oppenneer


Bohatch

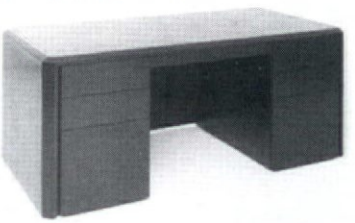

Kimball Artec, **Circle No. 240.**


Krueger, **Circle No. 253.**

Croydon, **Circle No. 219.**



Dunbar, **Circle No. 258.**




Madison, **Circle No. 230.**

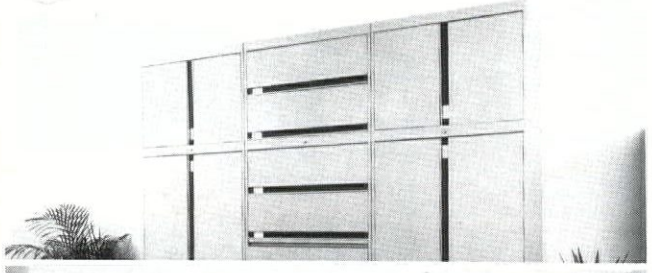


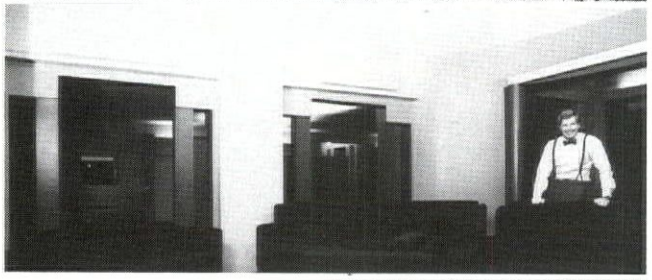
Zographos, **Circle No. 232.**



Geiger Int'l., **Circle No. 280.**

Supreme Equipment, **Circle No. 262.**





SunarHauserman, **Circle No. 252.**

4 A&D Building, 150 E. 58th St.

SUPREME EQUIPMENT and SYSTEMS offers Architectural Companion Units (ACU) with accent strips to coordinate with the company's Roll-Out Conserv-a-File Design Line Series filing system. The series is comprised of storage cabinets with adjustable shelving and full 63½-in. high wardrobe cabinets. Swing door overfile units may also be used with ACU storage cabinets. Supreme's showroom is on the eighth floor. Martin Frederick, president; Sam Nissenson, executive vice president; and Gust Capatides, N.Y. regional manager, will be on hand for the event.



Frederick



Nissenson



Capatides

THONET has arm chairs designed by Gustav Siegel in 1908, which are part of a classical collection. One features a diamond design on the sides, and the other a circular motif. Frames are steambent wood and seats are padded with foam. Manfred Steinfeld, president, Thonet, and chairman, Shelby Williams Inds., will be in the showroom, along with Dennis Spector, vice president, sales, and marketing, Thonet.



Steinfeld



Spector

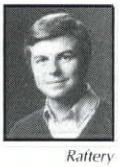
VECTA offers the Disc Table for creative use of color. Three base elements—column base, disc, and ring—can be specified in one finish or any combination of polished or brushed aluminum, thermoset or custom colors. Table, designed by William Raferty, is available in round, square, or racetrack tops. Product line will be shown in the firm's showroom, where James C. Welch, president; George Beylerian, vice president; and William Raferty, manager of design, will be present.



Welch



Beylerian



Raftery

ZOGRAPHOS has designed the City Chair for the office. It has a distinctive base design in polished stainless steel or black powder-coated metal with swivel tilt. Nicos Zographos, president, will be at the third floor showroom.

5 654 Madison Avenue

GEIGER INTERNATIONAL interprets Viennese modernists using wood finishes of black, red, and natural mahogany for the Jugendstil Collection. Arabescato marbles and black granites accent the line. At the sixth floor showroom will be John Geiger, CEO and Rick Haver, vice president, sales, Eastern division.


Geiger


Haver

6 600 Madison Avenue

AMERICAN SEATING has introduced Celebration, a fabric and finish program for its System R office furniture. It includes wood veneers available on surfaces and trim. Attending the company's showroom will be Ed Clark, president; Frank Baudo, vice president, sales East; and Nelson Wilfore, director of marketing.


Clark


Baudo


Wilfore

7 4 West 58th St.

HARTER has light-filtering window walls which control the amount of light in an office space. Frostlucent electronic window panels are created from a liquid crystal film which is laminated to the glass panel and controls for varying light intensity. Attending the company's fourth floor showroom will be Evan Harter, president and Charles Crain, marketing director.


Crain


Harter

8 730 Fifth Avenue

SUNARHAUSERMAN presents Kleinschmidt seating along with Kleinschmidt tables and textiles developed by Linda Thompson. Key executives who will be on hand are Jack Tanis, vice president, marketing; Carlos Dominguez, marketing programs; and Clark Melrose, vice president, sales, Eastern Division.


Tanis

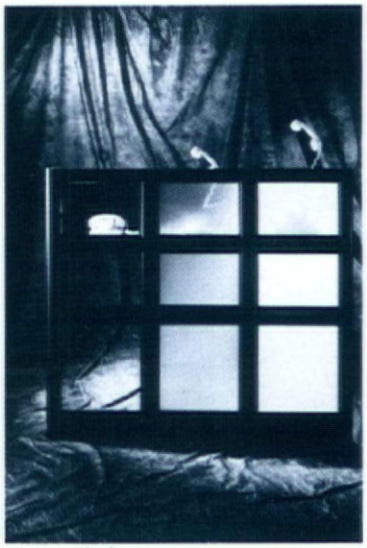

Dominguez


Melrose


Vecta, **Circle No. 289.**

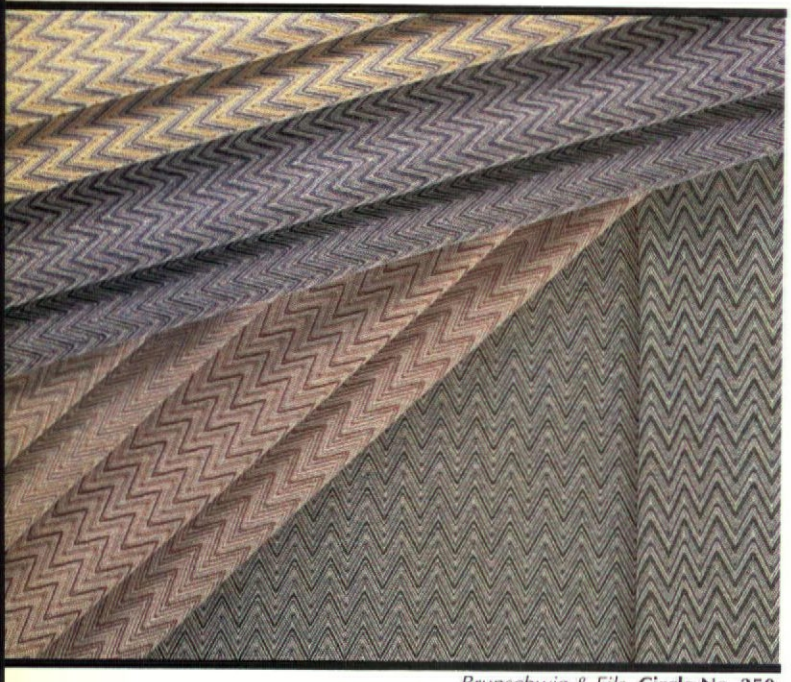

American Seating, **Circle No. 241.**


Thonet, **Circle No. 229.**


Harter, **Circle No. 259.**



Brueton, **Circle No. 283.**

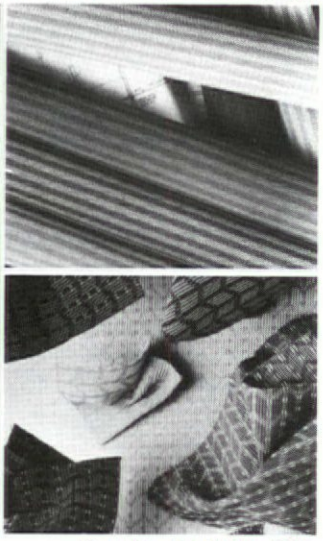


Brunschwig & Fils, **Circle No. 250.**

Stroheim & Romann, **Circle No. 220.**



Shaw-Walker, **Circle No. 237.**



Donghia, **Circle No. 223.**

9 939 Third Avenue

F. SCHUMACHER has two new patterns for its contract collection. Alpha Step is a 100 percent wool textured fabric available in seven colorways in a 55-in. width. Ridgely Texture is a wool blend textured fabric available in 34 colorways in a 54-in. width. The showroom will be attended by Gary Rosenthal, vice president, contract sales, and Nicholas Lomangino, vice president, showrooms, and the carpet division.



Rosenthal

10 D&D Building, 979 Third Avenue

BRUETON INDUSTRIES offers the Luckhardt Chair, originally designed in 1929 by Wassili and Hans Luckhardt, and now being reproduced by the company under exclusive agreement. The frame is stainless steel. The seat and back are molded and contoured veneer frame with urethane foam, available in Brueton colors. Key executives at the firm's ninth floor showroom will be Anthony Vitale, president, and Deborah Cvirko, sales manager.



Vitale

BRUNSCHWIG & FILS has a crisply tailored enduring herringbone weave of 100 percent wool upholstery fabric. Cashel Herringbone Texture appears in a juxtaposition of tones, and subtle steps in color from strong to pale. It is 51-in. wide and reversible. Greeting visitors to the 11th floor showroom will be Hans den Broeder, showroom manager; Richard Smith, sales manager; Ross Francis, vice president, development; and Amy Dachs, contract sales.



den Broeder

DONGHIA introduces Lille, a hard-wearing fabric that has passed heavy-duty abrasion testing. Alternating two complimentary warp yarns and tightly weaving them, creates a raised surface. Greeting visitors to the 12th floor showroom will be Steven Holmes, president, and Rick Ferris, showroom manager.



Holmes

MAHARAM introduces a collection of 100 percent wool upholstery fabrics in 54-in. widths, offering 104 colorways. "Wool Reflections" will be attended to by Paul Wyckoff, vice president, sales, in the 12th floor showroom.

11 232 E. 59th St.

EDWARD FIELDS will show "Memory," a flowing design which appears as a series of inter-connecting ribbons of color in a slightly raised, carved cut-pile against a neutral ground woven in tight loops. Manufactured in New York of 100 percent wool. Jack Fields, president; Eleanor Fields, chairman of the board; and Edward Goldberg, vice president, will be in the showroom.



J. Fields

JACK LENOR LARSEN presents Cabaret and Monograph, both woven in Italy. Cabaret is 68 percent cotton, 26 percent rayon, and 6 percent nylon, in a 55-in. width. Monograph is 94 percent cotton, and 6 percent nylon in a 55-in. width. Both of Larsen's New York showrooms will be open at 232 East 59th St. and IDCNY Center Two, seventh floor where Jack Lenor Larsen, chairman; Jim Jereb, president; Stephen Reichert, Sr. vice president, sales and marketing; and Roy Langstaff, regional sales director, will greet guests.



Larsen



Jereb



Reichert



Langstaff

12 155 E. 56th St.

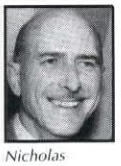
STROHEIM & ROMANN will show its stripes in a contract line called Rowland, a multicolor collection of fabric in 10 colorways. It is 54-in. wide, 100 percent Trevira Polyester, anti-static and flame-retardant. Stephen L. Tate, president; Edward J. Beatty, vice president, national sales; and William C. Nicholas, assistant vice president, N.Y. sales, will be at the showroom.



Tate



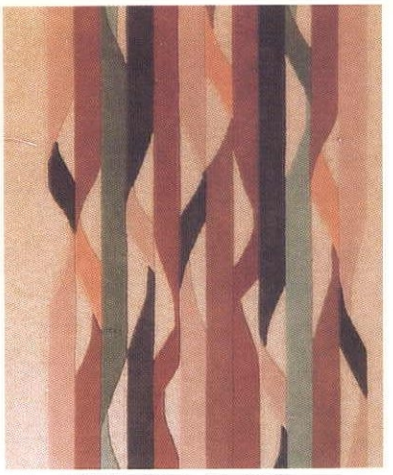
Beatty



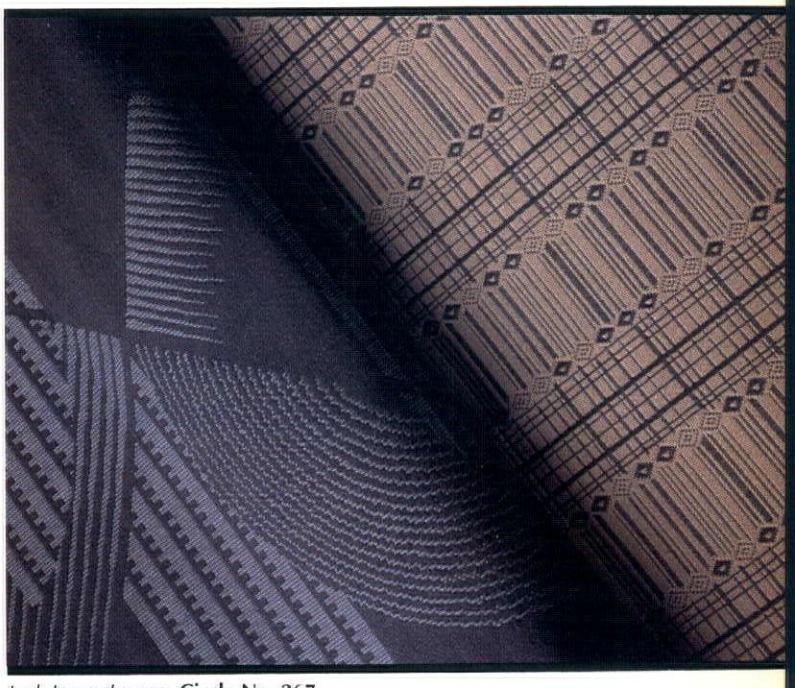
Nicholas

13 666 Third Avenue

SHAW-WALKER reintroduces its Volante seating line, which features contoured seats and lumbar support. It is available with either "spinlift" manual or pneumatic height adjustment, and a range of fabrics and colors. At the 24th floor showroom will be John Spofford, president; John Guentz, vice president, sales; and Robert Fritsche, vice president, marketing operations.

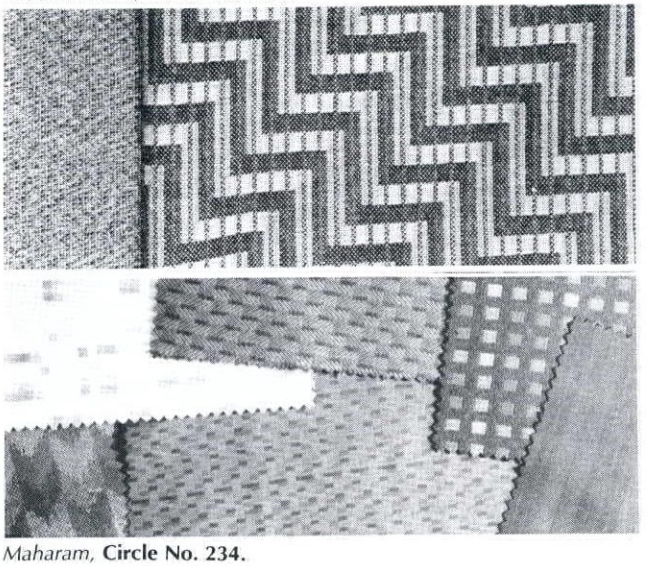


Edward Fields, **Circle No. 233.**



Jack Lenor Larsen, **Circle No. 267.**

F. Schumacher, **Circle No. 263.**



Maharam, **Circle No. 234.**



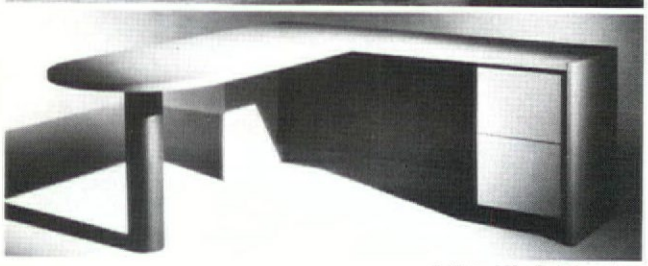
Allsteel, **Circle No. 238.**



Knoll Int'l., **Circle No. 269.**

CorryHiebert, **Circle No. 255.**





L.U.I., **Circle No. 282.**

14 386 West Broadway

NIENKAMPER presents the Management Plus collection of executive casegoods designed by Thomas Lamb. The all-wood desk collection features desks, credenzas, runoffs, overhead storage, and cabinets. It is available in rift-cut mahogany with a variety of stains or new granite finish on cases and drawer fronts. Klaus Nienkamper, president and Kurt Hanson, vice president, will be at the second floor showroom.



Nienkamper



Hanson

15 105 Wooster St.

KNOLL INTERNATIONAL has expanded its Richard Sapper Seating line to include general workstation seating. The Sapper Task, Computer Operator, and High Task chairs provide adjustable, firm lumbar support with each chair consisting of a two-piece shell. Mel Silver, president and Lewis Singer, senior vice president, marketing, will be at the second floor showroom.



Singer

16 IDCNY Center One

ALLSTEEL features Bühk 100 seating, designed by industrial designer Peter Buhk. Management chair is shown in leather. Seating uses passive adjustability that provides proper back support for workers. Christopher Glasson, president; Thomas M. Trybus, vice president, marketing; and Sal B. Aleide, vice president and general sales manager, will be at the third floor showroom.



Trybus



Aleide

ARTEMIDE, manufacturer and distributor of its own products in addition to Ron Rezek and Luce Plan lines, will feature "Celeste," a suspension lamp designed by Rezek, with reflected and diffused light, among other products in its showroom. Ernesto Gismondi, president; Guido Buratto, executive vice president; and Ron Rezek, president, Ron Rezek Lighting + Furniture, will host visitors to the fifth floor showroom.



Gismondi



Buratto



Rezek

CORRYHIEBERT presents the Spectrum Component Group to coordinate with the Prism System and 1000 System. It includes overhead storage, pedestals, lateral files, freestanding desks, and paper management. Spectrum Components will be on display at the fifth floor showroom where Nigel Ferrey, president, will greet visitors.



Ferrey

DOMORE introduces the 1800 Series Seating, a pull-up side chair for the office, by Bill Stephens. Made of tubular steel over a plywood structure, it has a fully upholstered back and seat. It either comes as a sled base or as a rocker, with two positions. Visitors to the fifth floor showroom will be greeted by Amos Melamede, chairman, and Bill Sample, president.



Melamede



Sample

GUNLOCKE introduces Exel Tables as part of the Exel 3 Collection featuring rectilinear shapes with soft radiused edges and a reveal detail on the legs. Tables come in oak, cherry, or maple with three choices of tops in wood, leather, or stone. Three sizes are also available. Hosting the showroom will be Kenneth Book, president; Don G. Keith, vice president, marketing; and Neil Leahey, vice president, sales.



Book



Keith

L.U.I. CORPORATION features the Studio Collection workstations for computer capabilities and upper or mid-level management. The run-off desk has conferencing capabilities when used in combination with credenza and overstorage. L.U.I.'s showroom is located on the fourth floor. Jim Crystal, president, will greet visitors

LEES CARPETS include collections of solids and patterns in matching colors. Carpets shown are Riveria, a pin dot design in a cut pile finish, and Transition, a solid color plush. At the fifth floor showroom will be Lincoln Fuge, zone manager, and Commercial Account Executives Dennis Butler, Diane Maniscalco, Peter Waldron, and Ed Fuentes.

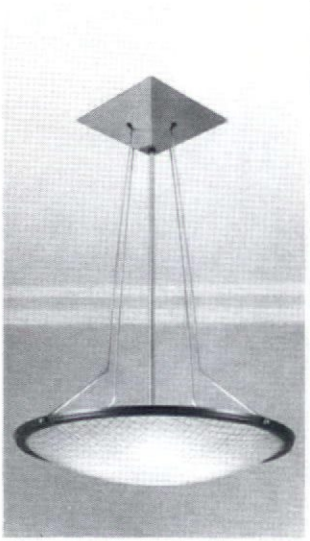


Lees Carpets, **Circle No. 236.**

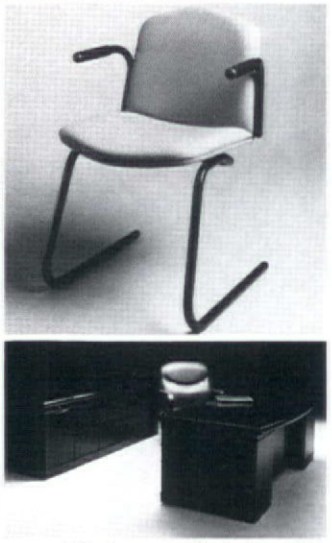


Gunlocke, **Circle No. 284.**

Domore, **Circle No. 254.**



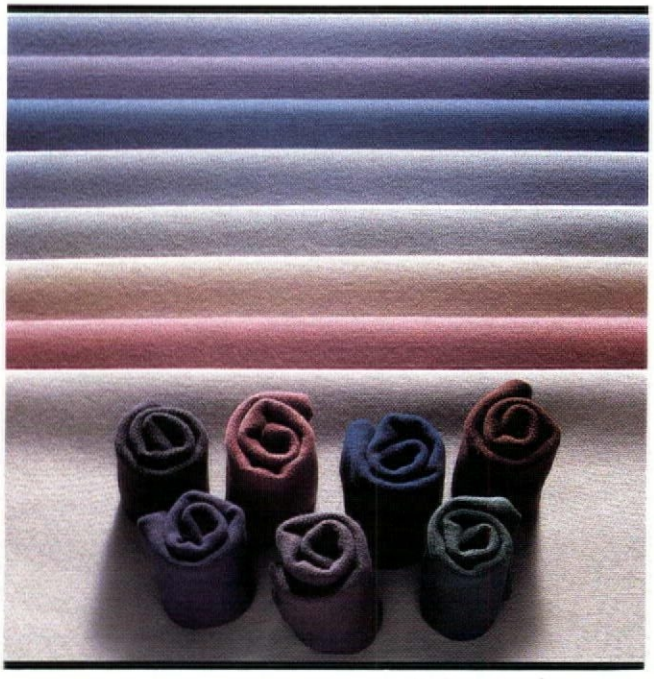
Artemide/Rezek, **Circle No. 279.**



Nienkamper, **Circle No. 251.**



Metalstand, **Circle No. 248.**



Steelcase, **Circle No. 290.**



Westinghouse, **Circle No. 239.**



Alma, **Circle No. 231.**

16 IDCNY Center One

METALSTAND offers detailed flexibility with modular work centers called "Metier." Designed for hands-on computer flexibility, the line provides interaction with electronic communication systems for the office. Attending the fourth floor showroom will be Joel Golden, president; Gordon Austin, vice president, sales; and Donald Bucher, sales manager.



Golden

HERMAN MILLER will show its freestanding furniture line, the Newhouse Group, designed by Tom Newhouse, in the company's second floor showroom. Executives greeting showroom visitors are Alan Kroll, vice president, sales, Northeast, and Tom Newhouse, product designer.



Newhouse

LEHIGH-LEOPOLD/COLE OFFICE ENVIRONMENTS will display a built-in printer enclosure that integrates with the panel system and will be available in wood and steel. Lehigh-Leopold products are now part of the Cole line of furnishings, and the consolidated lines will be shown at the fifth floor showroom. Cole Office Environments executives Rich Lundin, president; Gary Bellanca, vice president, marketing; and Judy Loughran, vice president, sales; will greet showroom visitors.



Lundin



Bellanca



Loughran

STEELCASE has added 14 solid colors to its Regatta vertical surface fabric line. The plain weave of 100 percent polyester is also available in 11 heathered colors. It can be specified for all Series 9000 and Movable Walls vertical surfaces. The Elective Elements systems furniture line from Stow & Davis will also be exhibited in the third floor Steelcase showroom. Steelcase executives present will be Howard Cooper, senior vice president, marketing/product development; John Monroe, senior regional manager; and Jeannie Bochette, showroom manager.



Cooper



Monroe

WESTINGHOUSE FURNITURE SYSTEMS Soma seating line, designed by Charles Pelly, compensates for the worker's every move since the seat's cushion and shell accommodate a continuous shift in body weight. Controls provide low-effort adjustments of height, tilt, tension locking, or free-float positions. Russell A. Nagel, president, and Tom Rosewall, sales manager, will be at the company's fifth floor showroom.



Rosewall

XCEPTION DESIGN has boardroom and conference tables in its Xtend line. They offer a modular approach to traditional boardroom and conference room requirements and are available in a full range of veneer finishes and laminates. William J. Phillips, executive vice president, will greet visitors to the fourth floor showroom.



Phillips

17 IDCNY Center Two

ALMA COMPANIES introduces Rio Series Chairs (8700) featuring scaled-down dimensions which make it suitable for use with systems. At the fourth floor Alma showroom will be Charles E. Hayworth, president; David R. Hayworth, executive vice president; Ron Werner, vice president/national sales manager, Systems Division; and Murray Ziegler, New York regional manager.



C. Hayworth



D. Hayworth



Werner



Ziegler

ATELIER INTERNATIONAL introduces products in both its contract lighting and furniture divisions. Diva, an incandescent U.L.-listed wall sconce, designed by Ezio Didone, has two semicircular glass diffusers attached to a cast aluminum body. In the furniture division, Cane, an executive pull-up chair designed in Milan, has a fully upholstered body and cane-like wood arms. Hosting the penthouse showroom will be Stephen Kiviat, president; Robert S. Beck, vice president, sales; and Tom DiNapoli, executive vice president.



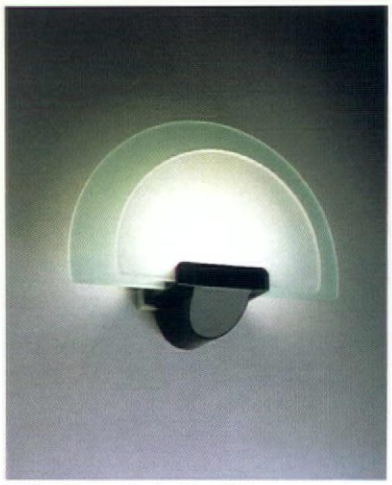
Kiviat



Beck



DiNapoli

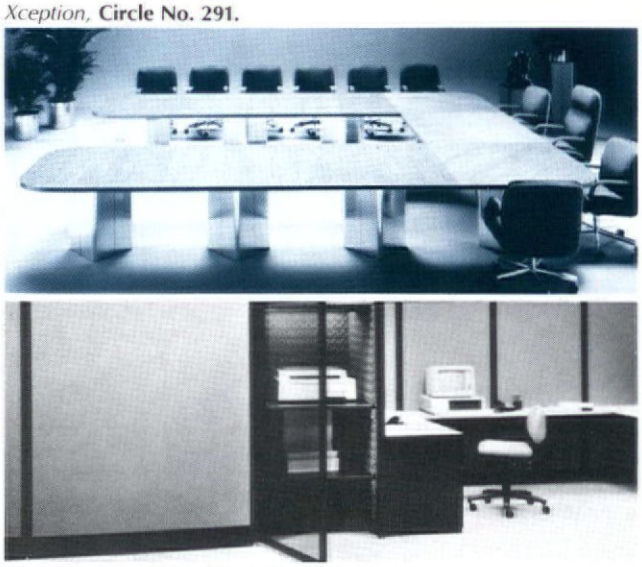


Atelier Intl., **Circle No. 244.**



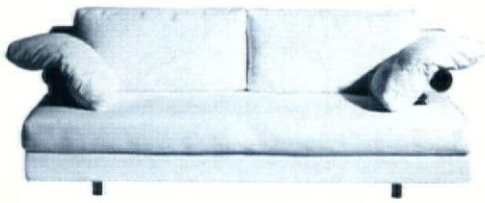
Herman Miller, **Circle No. 288.**

Xception, **Circle No. 291.**



Lehigh-Leopold/Cole, **Circle No. 292.**

B&B Italia, **Circle No. 286.**





Hardwood House, **Circle No. 221.**

Dar Ran, **Circle No. 261.**





Cumberland, **Circle No. 246.**

17 IDCNY Center Two

B&B ITALIA, exclusively imported and distributed in the United States by Herman Miller through Office Pavilions and other Herman Miller dealers, will offer Sity, designed by Antonio Citterio. This seating system consists of a variety of elements, both modular and freestanding. B&B Italia's showroom is located on the fourth floor where Dennis Kellermeier, distribution manager, B&B Italia and Herman Miller, and Giorgio Busnelli, managing director, B&B Italia, will greet visitors.

BRAYTON INTERNATIONAL introduces the Clou Lounge Series, a variation on the company's Clou chair and two-seat sofa. It features a wider dimension and lower height. It can be upholstered in any fabrics or leathers from the Brayton International Textile Collection, and comes with standard wooden legs in black or white. L. Paul Brayton, president/CEO, and Joel M. Herrmann, vice president, sales, will greet guests at the fifth floor showroom, along with Joe Solinsky, president, G.S. Associates and Paul Goldberg, executive vice president, G.S. Associates, representatives for Brayton Intl. in the New York Metropolitan area.



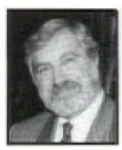
Brayton



Herrmann



Solinsky



Goldberg

CUMBERLAND offers Belmont, a curved reception desk available in many woods and finishes. In addition to quarter-round panels, components include returns and center sections with executive and secretarial height desk tops, a pedestal on casters, and a stationary pedestal with hinged door. Representing the company on the fourth floor, will be Irving M. Rosen, president; Joseph Vitagliano, vice president, sales; and Ertha Jennett, showroom manager.



Rosen



Vitagliano



Jennett

DAR RAN presents the Woodbury Collection of traditional desks and credenzas, featuring post and panel construction with detailed solid wood corners. Available in Colonial walnut and executive walnut finishes, the collection also has secretarials, "U"-shaped workstations, modular credenzas, and computer support furniture. Attending the fifth floor showroom will be Randy W. Hollingsworth, president, and Mike Joyce, national sales manager.

DAVIS FURNITURE introduces Mylord, a sofa with plush characteristics that echo the Chesterfield style of the 18th Century. It comes in a one-, two-, or three-seat version, featuring a hardwood interior frame and custom tailoring for a wrinkled leather look. Attending the sixth floor showroom will be Randy Davis, executive vice president, and Danny Davis, vice president, manufacturing.


R. Davis

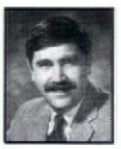

D. Davis

FIXTURES FURNITURE introduces the encore folding table for office, conference, meeting, or dining. Tables feature optional self-leveling locking connectors and a suspended corner round extension to accommodate any room configuration. Attending the sixth floor showroom will be Norman Polsky, president.


Polsky

HARDWOOD HOUSE will feature its casegoods line, Reunion, which offers edge and base details and flush brass reveal for richness and design continuity. The line includes desks, credenzas, conference, and occasional tables. Paul F. Shambo, president & CEO; James R. Meier, vice president, sales, marketing, and product development; and Susan B. Lankes, manager, marketing communications, will serve as showroom hosts.


Shambo


Meier


Lankes

HELIKON will introduce the Mantel Series, designed by Michael Leidner, based on a traditional fireplace mantel profile. It has mitered hardwood rails with an overhang top. It can be enhanced with the company's range of 35 woods and finishes in oak, walnut, cherry, mahogany, teak, and English oak. Attending the fourth floor showroom will be Bill Seeman, vice president, sales and marketing; Chris Darling, national sales manager; and John Caldwell, New York showroom manager.

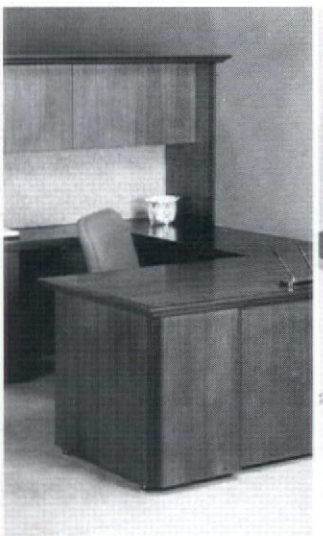

Seeman


Darling

Davis, **Circle No. 243.**




Brayton, **Circle No. 264.**


Helikon, **Circle No. 287.**


Fixtures, **Circle No. 256.**



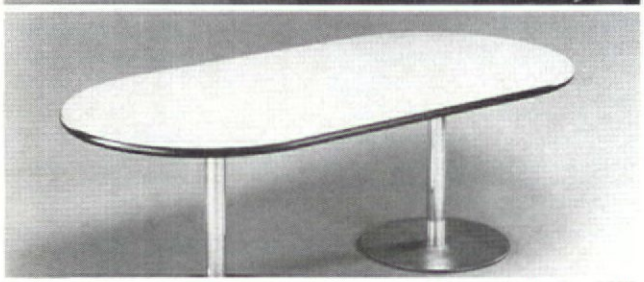
Tuohy, **Circle No. 247.**



Kinetics, **Circle No. 222.**

Mueller, **Circle No. 257.**





Howe, **Circle No. 249.**

17 IDCNY Center Two

HOWE FURNITURE aims at the contract and hospitality markets with the Wafer table. Two thin disc plates at the foot of the columnar base help establish the name Wafer. Racetrack table has a plastic laminate top. Square and round versions are also available. At the second floor showroom will be Pat Howe, CEO; Jim Ethridge, president; Eric Smith, director, marketing and sales; and George Esposito, national sales manager.



Howe



Ethridge



Smith

KINETICS' durable and child-safe tables and chairs are part of the Scamps collection intended for healthcare facilities, nurseries, and daycare centers. The products have padded feet, no sharp edges, and solid steel construction. Rick Howard, president; Andy Gilmour, vice president, marketing; and Larry Main, general sales manager, will be on hand at the sixth floor showroom.



Howard



Gilmour



Main

METROPOLITAN FURNITURE introduces the 710 Marin Seating Group, designed by Brian Kane. The chair and loveseat are medium in scale and are useful for side, lobby, or perimeter seating. They can be seen in the fifth floor showroom along with Brian Kane, vice president, product design and development; Edmund White, president; Elvin Case, vice president, marketing and sales; and Rick Proffitt, Eastern Regional sales manager.



Kane



White



Case

MODERN MODE has a horizontally inspired open plan furniture system, Stratus, available in 15 color lacquer finishes or in 12 natural wood finishes. Designers can stack panels at different heights to create a cityscape-like silhouette. On hand for showroom events will be Anthony P. Ratto, chairman of the board; George H. Runckel, vice president, sales and marketing; John C. Kirby, executive vice president; and Tom Barber, eastern division sales manager.



Ratto



Runckel



Kirby

MUELLER moves into vertical wall units with Varia Vertical Casegoods (VVC). Engineered for versatility, complete wall units feature bookcases, wardrobes, storage units, carrels, and end units, plus a variety of worksurface sizes and pedestal options. Thatcher Rea Jr., president, will be at the fourth floor showroom.



Rea

MYRTLE DESK offers a transitional wood collection of office furniture in cherry solids and veneers with beveled edges, The 8600 Series is available in desks, credenzas, groupings, support pieces, and bookcases. At the second floor showroom will be Harry Adams, president; Art Honeycutt, vice president; and Murray Bernard, sales representative, New York area.



Adams



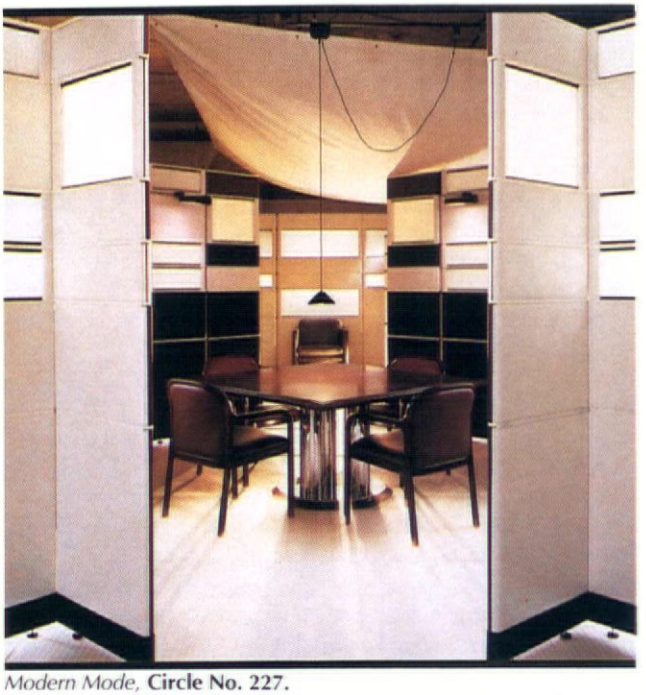
Honeycutt

PATRICIAN offers the Pace Series Swivel 90202 with a posture-correct back for user comfort. It is made of molded poly in seat and back with a rigid urethane frame reinforced with steel bars. Base can come in wood or urethane. Darrell Stout, president; Mike Joyce, national sales manager; and John Calvano, regional sales representative will be at the fifth floor showroom to greet visitors.

TUOHY introduces its Prism tables as a series of executive conference tables available in two design motifs. One motif presents a bevel top and apron/stretcher; the other a square cut. Table formats are available in lengths up to 20 ft. Greeting visitors to the third floor showroom, will be Bernard S. Tuohy, vice president, marketing; and Edward Tuohy, national sales manager.



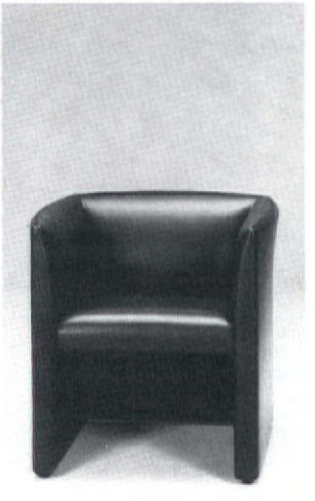
Myrtle Desk, **Circle No. 268.**



Modern Mode, **Circle No. 227.**



Patrician, **Circle No. 281.**



Metropolitan, **Circle No. 242.**

IDCNY

70 showrooms participate in IDCNY's first Fall Market

For the first anniversary of the opening of IDCNY, mart management is launching a Fall Market from October 7-10, coinciding with Designer's Saturday and Design New York.

Over 70 showrooms will participate (see list of tenants provided here), and a series of seminars will be held throughout the three-day event. Says IDCNY president Emmett L. Dineen, "By working in conjunction with Designer's Saturday and Design New York, we are able to offer a market that will attract designers, architects, facilities managers, manufacturers, design professionals and students from all over the world."

Last year, IDCNY counted visitors from 40 states and 35 countries; this year, it expects a delegation of Italian manufacturers to attend in addition to other foreign visitors, and will be supporting the international flavor of the market with exhibitions of foreign design.

"We are quite excited that several new showrooms will debut, including Steelcase, Herman Miller, Allsteel, Artemide, Interna, Spinneybeck, and Brueton," notes Fern Mallis, vice president, marketing/communications, IDCNY. "We've significantly enlarged the program for our market this year and we are the center for the Facilities Management keynote speech."

Plans for a spring market to tie in with the AIA national convention are currently being reviewed and several programs are being held throughout the coming year, fulfilling IDCNY's new slogan, "Where Market Week Lasts All Year." Through this month alone, the mart will sponsor the Association of Contract Textiles first conference, "Context," on September 29 and other tie-ins with area design groups and associations. Notes Mallis, "We work full time on our market. All year, we support the design industry at IDCNY."



Visitors to IDCNY during Designer's Saturday last year came from 40 states and 35 countries. This year's Fall Market, marking the center's first anniversary, will be attended by a comparable number of foreign design professionals and will feature exhibits of foreign designers' work.

Fall market events outlined

On Wednesday, October 7, a Design New York Special Seminar will be held in Center Two, 7th Floor, from 11 a.m. to 12:30 p.m. Titled **"Metropolitan Home's Style Preview '88,"** the session will feature *Metropolitan Home* editor-in-chief, Dorothy Kalins, editorial marketing director Ben Lloyd, and editorial design director Carol Helms. Refreshments will follow at the Gretchen Bellinger showroom, on the same floor. (For full details on Design New York refer to p. 160.)

An invitation-only discussion group sponsored through Gullans International/Bieffeplast, Center Two, Temp Event Room, at 4 p.m. Wednesday, will center on discussion of the book, ***New York Architects,*** covering the work of 13 New York City-based firms. The group will be led by architect Livio Dimitriu and Kenneth Frampton, chairman, Columbia School of Architecture.

On Thursday, October 8, **"How to Market Design Services"** will feature Arthur Gensler, Gensler & Associates/Architects; Richard Hayden, Swanke Hayden Connell Associates; Eugene Kohn, Kohn Pederson Fox Associates; and Lester Dundes, *Interior Design* magazine, in Center Two Temp Event Room.

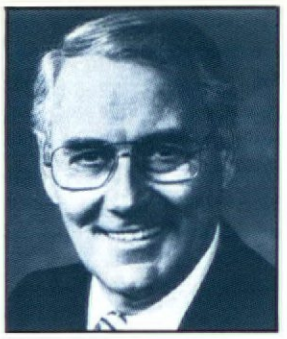
"Designer's Saturday and *Facilities Design & Management* **Keynote Presentation:** Richard Rogers" occurs at 5:30 in Center Two's atrium on Thursday. This presentation covers the renowned British architect's project for Lloyd's of London. A reception hosted by ICI/Tactesse Fibres follows at Center One. Tickets are available through Designer's Saturday member showrooms.

On Friday, the IDCNY program includes a morning session **"United World of Design,"** introducing designers Carre of Montreal, Nigel Coates of London, and Biltmoderne of Melbourne. This event will be held in the Center Two Temp Event room and is moderated by Beverly Russell, *Interiors*.

Evening receptions (5-8 p.m.) hosted by tenants and a dance event in Center Two (8 p.m.-10 p.m.) finish off the day.

From 9 to 5 p.m. on Saturday, showrooms will be open and at noon, the Design and Interior Furnishings Foundation for Aids (DIFFA) will announce its **Tour Deluxe Sweepstake** drawing.

"By working in conjunction with Designer's Saturday and Design New York, we are able to offer a market that will attract designers, architects, facilities managers, manufacturers, design professionals, and students from all over the world."
—Emmett Dineen, president, IDCNY





"We work full-time on our market. All year, the design industry is supported at IDCNY. We are quite excited that several new showrooms will debut this year."
—Fern Mallis, vice president, marketing/communications, IDCNY.

Tickets to this event are available through IDCNY's showrooms and at the DIFFA booth in the Editorial Arcade, Center Two, 2nd floor.

A showroom design competition will be sponsored by CONTRACT magazine jointly with the American Society of Interior Designers (ASID) to recognize the most outstanding showroom designs at IDCNY during the Fall Market. Winning designs will appear in the January issue.

Ongoing exhibitions at IDCNY include "Ronald Cecil Sportes: Designs for the Elysee Palace and Other Works," sponsored by JG Furniture, Center One, north atrium. "Forma Finlandia Design Exhibit," sponsored by *Professional Office Design* and the Neste Corporation. "The Promosedia Student Chair Design Competition Exhibit," Center One, 2nd floor. "Drawings and Models by Edward Suzuki," Center Two, 2nd floor. "New York Architects," Center One, south atrium. "Sculpture of Jerald Jacquard," temporary gallery. "Artists' Flags," sponsored by Carnegie Fabrics, IDCNY Arrivals Plaza.

Breakfast is available each day at Rapido, Center Two, commencing at 8:30 a.m. Lunch will be provided for purchase daily during the market. In addition, continuous bus service to IDCNY beginning at 7:30 a.m. leaves from the Departure Lounge, 919 Third Avenue, 56 Street, between Second and Third avenues every half hour during the event.—*R.W.*

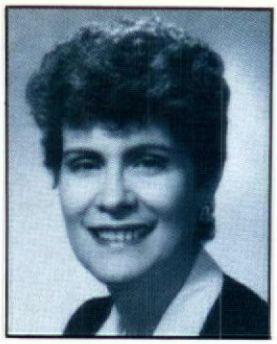
IDCNY tenant participants in Fall Market

Adanlock Office Environments, Center One, 2nd floor
***Allsteel, Inc.,** Center One, 3rd floor
***Alma Desk Co.,** Center Two, 4th floor
Architex International, Center Two, 7th floor
***Artemide, Inc.,** Center One, 5th floor
***Atelier International,** Center Two, 7th floor
John Barnes Inc., Center Two, 3rd floor
Beauty with Marble, Center Two, 1st floor
Gretchen Bellinger, Center Two, 7th floor
Bernhardt, Center Two, 3rd floor
Bieffeplast, Center One, 4th floor
BNI/Biltrite Nightingale Inc., Center Two, 3rd floor
***Brayton International,** Center Two, 5th floor
Bright Chair Co., Center Two, 3rd floor
Brueton Industries, Inc., Center Two, 7th floor
CADSANA, Cadwallader and Sangiorgio Associates, Center One, 5th floor
Campaniello Imports, Ltd., Center Two, 1st floor
Carnegie Fabrics, Inc., Center One, 5th floor
CCN International, Center One, 3rd floor
Comforto, Inc., Center Two, 6th floor
Contract Marketing Assoc., Center One, 4th floor
***CorryHiebert,** Center One, 5th floor
Crown Office Products, Center Two, Concourse
***Cumberland/I.M. Rosen Co.,** Center Two, 4th floor
D.F.B. Sales, Center One, 2nd floor
***Dar/Ran Furniture Industries,** Center Two, 5th floor
***Davis Furniture Industries Inc.,** Center Two, 6th floor
Desience Corporation, Center Two, 6th floor
***Domore Corporation,** Center One, 5th floor
Domus Italia, Center Two, 3rd floor
Donn Corporation, Center One, 1st floor
Falcon Products, Inc. Center One, 4th floor
Filzer/Paul/Weinstein, Center One, 4th floor
***Fixtures Furniture,** Center Two, 6th floor
Fuller Contract Accessories, Center Two, Concourse
Galatea International Ltd., Center One, 5th floor
GEO International, Center Two, Concourse
Girsberger Industries, Center One, 4th floor
Gregson Furniture Industries, Center Two, 4th floor
GS Associates, Inc., Center Two, 5th floor
Gullans International, Center One, 4th floor
***Gunlocke Company,** Center One, 3rd floor
***Hardwood House,** Center Two, 6th floor
***Helikon Furniture Co., Inc.,** Center Two, 4th floor
***Herman Miller, Inc.,** Center One, 2nd floor
Hickory Business Furniture, Center Two, 4th floor
***Howe Furniture Corp.,** Center Two, 2nd floor
***ICF, Inc.,** Center Two, 7th floor
Interact/Acoustical Screens, Center One, 4th floor
Interna Designs, Center Two, 7th floor
IPI/Innovative Products for Interiors, Inc., Center Two, 5th floor
JG Furniture Systems, Inc., Center One, 5th floor
Jofco, Inc., Center Two, 3rd floor
Liz Jordan-Hill, Center Two, 7th floor
Kelda International, Center One, 2nd floor
***Kinetics Furniture,** Center Two, 6th floor
***Knoll International,** Center One, 5th floor
***Jack Lenor Larsen,** Center Two, 7th floor
***Lees Commercial Carpet Co.,** Center One, 5th floor
***Lehigh-Leopold/Cole,** Center One, 5th floor
Levine Calvano Associates, Center Two, 6th floor
***L·U·I Corporation,** Center One, 4th floor
Memphis/Milano, Center One, 5th floor
***Metalstand Company,** Center One, 1st floor
***Metropolitan Furniture Corp.,** Center Two, 5th floor
***Modern Mode, Inc.,** Center Two, 3rd floor
***Mueller Furniture Corp.,** Center Two, 4th floor
***Myrtle Desk Co.,** Center Two, 2nd floor
Nestler Enterprises Inc., Center One, 2nd floor
***Patrician Furniture Company,** Center Two, 5th floor
Edward Pashayan & Co., Center Two, 1st floor
Poltronova International Inc., Center Two, 1st floor
***Reff Corporation,** Center Two, 3rd floor
Ron Rezek Lighting + Furniture, (Artemide, Inc.), Center One, 5th floor
Rudd International Corporation, Center Two, 6th floor
Rudd Textiles, Center Two, 6th floor
Scalamandre Silks, Inc., Center One, 2nd floor
Schafer Brothers, Inc., Center One, 4th floor
***F. Schumacher & Co.,** Center One, 2nd floor
Smith Metal Arts, Center One, 4th floor
Staff Lighting, Center Two, 6th floor
***Steelcase/Stow & Davis,** Center One, 3rd floor
Storwal International, Inc., Center One, 3rd floor
***Tuohy Furniture, Corp.,** Center Two, 3rd floor
Unifor Inc., Center One, 5th floor
Veneer Products, Ltd., Center One, 2nd floor
Waterford Crystal Lightingware, Center One, 2nd floor
***Westinghouse Furniture Systems,** Center One, 5th floor
***Xception Design Ltd.,** Center One, 4th floor

**Designer's Saturday member*

RESOURCES COUNCIL INC.

Design New York celebrates 4th market



"As a design center, New York is unique. We don't have one building, we have several. The New York market is a means to absorb the vitality of this great city. In concept, Design New York takes advantage of our particular marketplace. Designers are no longer looking for a 'social' market, they are seeking educational opportunity. In order to survive professionally, designers have to know more about products."—*Pauline V. Delli-Carpini, chairman, Design New York.*

This year, Design New York celebrates its fourth market, and for a second year in a row is being held during Designer's Saturday. As a result, registration has grown for the event which tabulated 4,000 interior designers, architects, and specifiers as participants last year, up from 3,000 the previous year. The four-day program, commencing Wednesday, October 7, and ending Saturday, October 10, will include several seminars hosted by New York area showrooms (see listings opposite).

An opening night reception is scheduled for Tuesday, October 6, at Tavern On the Green.

In addition to the seminar program, five workshops are being held, four of which are of interest to commercial designers. They include: "Contract Vs. Residential: Which Affects Which?" featuring Niels Diffrient, designer; Susan Szenasy, *Metropolis*; Roberta Walton, *Contract* magazine; Edie Cohen, *Interior Design* magazine; Adam Tihany, designer; and Beverly Russell, *Interiors* Magazine. The workshop is scheduled for Wednesday, October 7, at 10:00 a.m. at the A & D Building, 150 E. 58 St., conference center. "Designing Special Places For Special People" is also scheduled for Wednesday at the New York Design Center, 200 Lexington Ave., 2nd floor. The session will feature Antonio Torrice, designer. A Thursday event is scheduled for noon at the Decoration & Design Building, 979 Third Avenue, *(details to follow)*. Friday, at noon, the New York Design Center will host "The Money Issue—Preparing Winning Financial Proposals." The session will be conducted by Robert Alderman, Manhattan-based corporate attorney.

This annual interior furnishings market is sponsored by the Resources Council, a national trade association established in New York to foster communication between interior furnishings suppliers and design professionals. Corporate participants in Design New York do not have to be members of the Resources Council. A complete list of participating companies is shown on this page.

Design New York '87 is marked by several developments, including improved computer registration procedures being used at various Manhattan mart locations. Notes Pauline Delli-Carpini, chairman, "Visitors will be encouraged to register as part of Design New York and will have badges featuring computer codes, thus permitting showrooms to later receive an accurate record of visitors."

Helping promote Design New York are banners displayed in member showrooms, as well as a direct mail effort reaching 20,000 designers nationwide with the event program. A newsletter will be distributed after the market has concluded.

Information is available from the Resources Council Inc., (212) 532-2726.

PARTICIPANTS BY BUILDING LOCATION — FLOOR

A&D BUILDING
150 East 58th Street

Architectural Crystal	11
Philip Daniel Ltd.	7

D&D BUILDING
979 Third Avenue

Ambience, Inc.	8
Avery Boardman	4
Norton Blumenthal	2
Boyd Lighting (at Cy Mann)	5
Brueton Industries, Inc.	2
Alan Campbell, Inc	17
Carpet Showrooms Inc.	5
China Seas, Inc.	5
Cowtan & Tout, Inc.	10
Cy Mann Designs, Ltd.	5
Designers Furniture Center Int'l	7
First Editions	15
Innovations In Wallcoverings	17
John Stuart/John Widdicomb	3
Katzenbach & Warren	9
Lee Jofa Inc.	2
Nessen Lamps	6
Opus II Accessories	8
Phoenix Carpet Co., Inc.	8
Resources Council Inc.	9
Rosecore Carpet Co., Inc.	10
Saxony Carpet Co., Inc.	9
Shelly Tile Ltd.	8
Trend USA Inc.	17
Tressard Fabrics Inc.	5

DECORATIVE ARTS CENTER
305 E. 63rd Street

Stendig International	6
Saladino Furniture Inc.	14

DECORATORS CENTER BUILDING
315 E. 62nd Street

Metropolitan Lighting Fixture	1st/2nd

FINE ARTS BUILDING
232 East 59th Street

Karl Mann Associates	Lower Level
Les Prismatiques	6

INTERIOR DESIGN BUILDING
306 East 61st Street

Bielecky Brothers, Inc.	4

PARTICIPANTS BY BUILDING LOCATION — FLOOR

IDCNY
29-10 Thomson Ave.
Long Island City

Gretchen Bellinger	7, Center Two
F. Schumacher	2, Center One

NEW YORK DESIGN CENTER
200 Lexington Avenue

Amerimar Corp.	4
B.L. Wayne	14
Baker, Knapp & Tubbs	3
Bayberry Handprints, Inc.	4
Calger Lighting Inc.	8
Casaform	5
Casa Nova	11
Casa Stradivari	6
David L. James	Main/10
Designfriends	4
The Fran Laufer Collection Ltd.	10
Golconda International Inc.	6
Intl. Linen Promotion Comm.	2
Isabel Brass Furniture	9
La Barge	8
Miro Interiors, Ltd.	15
Philip Daniel	8
Plexability, Ltd.	5
Profiles	12
Quatrelle Inc.	13
Resources Council Inc.	2
S.C.S. Systems Ltd.	14
Wood-Mode Cabinetry/T.O. Gronlund, Inc.	8

PROFESSIONAL DESIGNERS BUILDING
155 East 56th Street

Greeff Fabrics	Street Level

ADDITIONAL PARTICIPATING SHOWROOM LOCATIONS

The Ed Waldman Collection, Inc.
231 E. 58th St.—Street Level
(between 3rd/2nd Aves.)

Hastings Tile Co.
201 E. 57th St.—3rd Floor
(corner of 3rd Ave.)

Kinney Wallcoverings
204 E. 58th St.—2nd Level
(between 3rd/2nd Aves.)

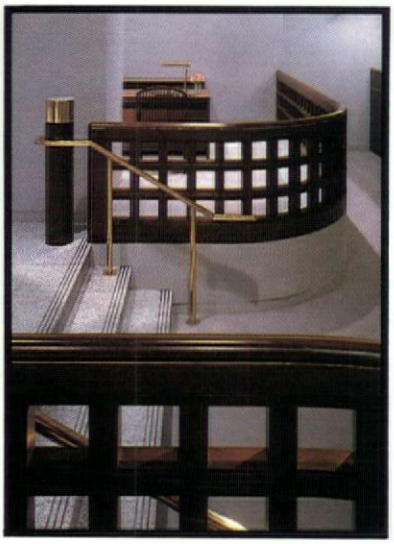
F. Schumacher & Co.
939 Third Ave.—Street Level
(corner of 56th St.)

DESIGN NEW YORK SHOWROOM SEMINARS

MANHATTAN LOCATIONS/OCTOBER 7-10

	TOPIC	SHOWROOM	SPEAKER	8 am	9 am	10 am	11 am	1 pm	2 pm	3 pm	4 pm
305 E. 63 St.											
	deSede of Switzerland: Leather Quality, Care & Maintenance	Stendig Intl.	Heidi Rosquist, Product Mgr., Stendig Intl.			W			W		
315 E. 62 St.											
	Fixtures Style & Designs	Metropolitan Lighting Fixture Co.	Sidney Medoff, President, Metropolitan Lighting				T			W F	
232 E. 59 St.											
	Terrazzo: More Than Just Cement & Marble	Les Prismatiques	Don Ruddy, Shane Kennedy		F						
	Avonite: The 21st Century Granite	Les Prismatiques	Kevin O'Brien, Avonite		W						
	Lighting: Designing the 21st Century	Les Prismatiques	Mark E. Eckman, Designer		T						
150 E. 58 St.											
	Confidence In Selling Electronic Furniture	Philip Daniel Ltd.	Joseph Macedo, Factory Rep., Philip Daniel					F*		F*	
979 Third Ave.											
	The Light Tapestry	Nessen Lamps	Jerry Simon, Designer				S				
	Exotica/Erotica: Furniture Of Natural Materials	Ambience	David Sick, Karen Mandia		F	S					
	Faux Finishes/Faux Finish Wallcovering	Norton Blumenthal	Diane Tomash, Joseph Zieman, Norton Blumenthal			S*	W T F	S*	W* T F		
	How To Light A Room	Boyd Lighting at Cy Mann	Rick Olson, Boyd Lighting			T S				F	
	Creativity: The Evolution Of Design From Drawing Board to Drawing Room	China Seas	Daniel Rocoder, Vice President, Prod. Dev.,							W T F	
	Contemporary Comfort For Traditional Tastes	Cy Mann Designs	Elyse B. Lacher, President, Cy Mann Designs			F					W
	How To Tell A Rug From A Flying Carpet	Rosecore Carpet	Jack Soskin, Consultant			W					
	Custom Machine Woven Rugs & Carpet	Saxony Carpet	Tim Cooper		T*						
	Ceramic Tile—The Creative Process	Shelley Tile Ltd.	Peter Maskell, Genl. Mgr., Walker & Zanger				T				
200 Lexington Ave.											
	We Will Rock You: Granite Specifications	Amerimar Corp.	Chris Contogouris, Sales Director, Amerimar								W T F S
	Leather: From Production To Seduction	Bayberry Inc.	Linda Kimrey, Premier Leather			F		F			
	Lighting: Its Many Shapes & Forms	Calger Lighting	Carmela Califano, Showroom Manager				T* F				
	Date With A CAD: The Casaform Wall	Casaform	Luciano Conti, Casaform			T					
	Custom Printing: Wallcovering & Fabric	DesignFriends	Lynn Berman, Pres., Designfriends		W T F						
	Tips & Techniques For Upholstering Walls	Intl. Linen Promotion Comm.			T					W F	
	Things You Want To Know About Mirrors & Tables	LaBarge	Bea Berkowitz, Sandra Cole		W T F S						
	Avonite/Acrylic: Proper Construction	Plexability Ltd.	Michael Berkowicz, Pres.			F				W T	
	How To Use Custom-Made Furniture Systems On Your Next Job	Profiles	Jena Hall, designer, Profiles				T				
IDCNY											
	Design & Color of The Bellinger Collection	Gretchen Bellinger	(slide presentation)			continuously					
Woodside, N.Y.											
	Rattan Facts & Foundations	Bielecky Bros. Factory		W T F							

*(This program has been edited to include seminars of interest to contract professionals. Locations are listed from northern to southern Manhattan. W = Wednesday, T = Thursday, F = Friday, S = Saturday. * Asterisk denotes that programs begin on the following half-hour.)*





Photography by Victoria Lefcourt

BANK & DRAMATIC BUILDING FIND HARMONY

Simple details unify 20- & 9-ft. ceiling heights

The rather spectacular atrium of Columbia Square, building location for Columbia National Bank, Washington, D.C., challenged bank designers to "attract bank customers from this very dramatic atrium, without clashing with it," says Chris Murray, project principal, Gensler and Associates/Architects.

The 7,100-sq.-ft. space is distinguished by a 20-ft. ceiling at the entry hall—very high by Washington standards—leading to a 9-ft. ceiling throughout the remainder of the interior. The entry hall is designed to house a banking platform for loans, new accounts, and lengthy transactions; while the rear space accommodates teller lines, private offices, and support services.

The goal, according to Lydia Hirschon, project design director, Gensler, was to "capitalize on the potential drama of the entry hall, while unifying the space created by disparate ceiling heights."

Visible from both street and atrium, an eye-catching entrance, the client hoped, would draw in potential customers. The final challenge, once these customers were lured inside, was to "further intrigue them to explore the rear teller area—preventing congestion at the entry," says Hirschon.

The bank achieved design harmony with the atrium first by borrowing some of its materials, colors, and detailing. Then, like all strong harmony, it found its own unique tone to blend with what was already there.

The atrium is constructed of granite, with a space-frame supporting glass wall and ceiling. The bank, likewise, generously and prominently displays granite throughout. A soft gray color scheme with salmon accents is consistent with the three types of stone used in the atrium.

Granite defines circulation

While the atrium's floors are completely constructed of dark gray granite, the bank judiciously chose this granite flooring only to define primary circulation leading back to the teller counters. This directs the customer from the atrium to the bank.

In the same way, the salmon color of bank lounge chairs—while borrowed from the salmon of the atrium granite—is much more vibrant. The design scheme also draws on the square-within-a-square motif seen on the atrium's handrails and light fixtures. Yet the atrium's thin, elegant squares are boldly reinterpreted as single, heavy squares for the bank's offices, handrails, vertical wall, and light fixtures.

Mahogany furniture and millwork not used in the atrium are used throughout to appeal to lawyers who make up a large percentage of the building's tenants. These simple details—mahogany, vibrant salmon-colored accents, placement of granite, and strong square motif—all capitalize on the allure of the 20-ft. ceiling.

Simple details serve the same purpose in the bank interior, unifying front and back areas, while at the same time gently inviting the customer to the rear teller space.

A large vertical wall located where ceiling heights change, for instance, was modulated by using filled fabric panel squares to



The entry hall (with 20-ft. ceiling) houses banking platform for loans and new accounts (opp., left). Custom mahogany handrails (opp., right) define opening of bank's rear. Dark gray granite from atrium, as well as custom fixtures, lead the eye toward back area (this page).



The atrium entrance to Columbia National Bank uses granite and gray color scheme to blend with atrium design.



Project Notes

Columbia National Bank, Washington, D.C.
Interior Architecture: Gensler and Associates/Architects
Completion Date: March, 1987 (12 months)
Square footage: 7,100 sq. ft.



COLUMBIA NATIONAL BANK

Judicious use of details

create a geometric pattern on the large, flat plane. In addition to helping absorb sound from the high-ceiling entry hall, the panels also echo the square motif.

While the square motif unifies the project, it also defines the opening to the bank's rear at the vertical wall and handrails, welcoming customers to the teller area.

Custom light fixtures—4-in. brass rods suspended from the ceiling with a sandblasted cylindrical piece of plate glass—unify the space by using the same inlaid metal (stainless steel and brass) seen in both teller counters and handrails. At the same time, lights were placed only in the primary circulation area leading to the teller area (where the dark gray granite is located). Thus the viewer is once again called further inside.

The bank's new branch office will benefit from the redevelopment of downtown Pennsylvania Avenue, of which the Columbia Square building is a part.—*E.O.*

SOURCES

Casegoods—CorryHiebert, Lank Woodwork Co., Inc. **Tables**—Brueton Industries, Inc., Vecta Contract, Berco Industries, Atlanta Woodworking Co. **Seating**—Stow & Davis, Stendig Int'l, GF Furniture Systems, Metropolitan Furniture Corp. **Files**—GF Furniture Corp. **Accessories**—Tsao Designs, Metcor Manufacturing. **Lighting**—Kurt Versen Co., Lithonia Lighting, Superior Metal. **Bathroom fixtures, hardware**—American Standard. **Hardware**—Schlage Lock Co. **Carpet**—Karastan Rug Mills. **Hard/resilient flooring**—Azrock Floor Products, Mount Airy Gray Granite, Barre Gray Granite. **Fabrics**—Unika Vaev-USA, Donghia Textiles, SunarHauserman, Brickel Associates, Adam James. **Paint**—Benjamin Moore Paints. **Wallcovering**—Wolfe Gordon, Carnegie. **Millwork**—Land Woodwork Co. **Bank equipment**—Diebold Inc. **Artwork**—Gallery Four, Washington, D.C., Lucy Clark.

Interior Architecture—Gensler and Associates/Architects: Chris Murray, AIA, project principal; Lydia Hirschon, project design director; David Fridlund, AIA, project director; Patricia Freeman, project designer; Richard Kent, AIA, project manager. **Contractor**—The George Hyman Construction Company. **Engineers**—G.H.T., Ltd.



Photography by Chas McGrath

UPDATED IMAGE FOR RALEIGH FEDERAL

ASD, Atlanta, overcomes spatial problems to create open, intimate banking facility

Moving into a new building last year gave Raleigh Federal Savings Bank, Raleigh, N.C., the chance to update its image. Established in 1905, Raleigh Federal's standing in the community was solid, but its old banking facility was outdated and over-crowded. Faced with growing competition from other institutions in the area which were perceived to be more progressive, Raleigh Federal decided it was time for a change.

However, the bank still wanted to maintain some of its traditional image, yet utilize an upgraded, modern design scheme. Associated Space Design (ASD), Atlanta, successfully translated these criteria, integrating the new with the old through materials, architectural elements, and furnishings.

The 38,000-sq.-ft. space includes a ground-floor teller area, plus three more floors of operations and executive offices. It is located in a new building facing Raleigh's Fayetteville Street Mall in the city's historic downtown business district. The design team made some initial structural changes by adjusting the axis of a second floor balcony to cut diagonally across the ground floor space. This allowed ASD to place the bank vault in a prominent position, aligned parallel to the diagonal of the main entry off the street. "The client felt that the vault is a key symbol of the facility and wanted it to be the first image a customer would see upon entering," says Richard Stonis, principal-in-charge, ASD.

The design team used two kinds of marble to create a facade framing the vault's stainless steel door. A marble airlock entry was also designed for the main entrance, instead of a standard revolving door. The marble, also used on check-writing stands, teller lines, and walls, set the tone for finishes used throughout the project.

According to Stonis, large circular columns jutting up through the ground floor space posed somewhat of a design challenge to ASD. "The columns and beams are part of the building structure and couldn't be removed," he says. "They were actually much larger, but we managed to reduce their size." Blended with the architectural elements surrounding the vault, the beams look like they are part of the design scheme. "That was the idea," admits Stonis.

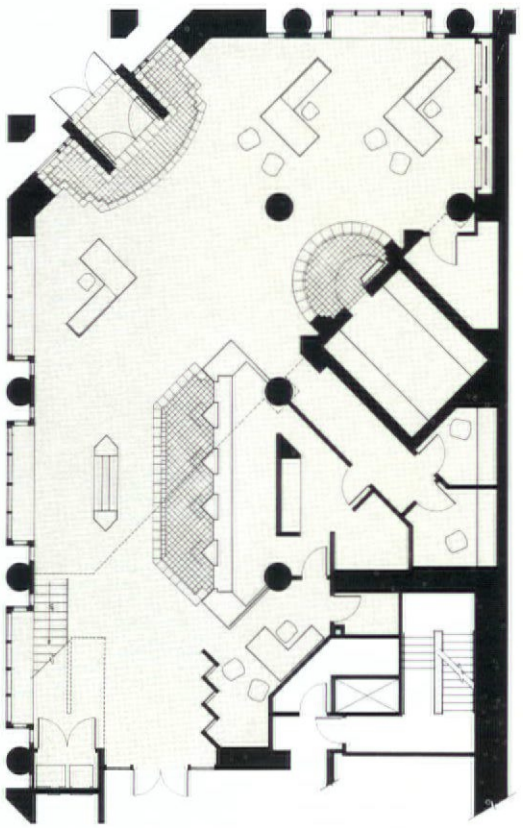
Teller line design matches art

The teller line, which is visible from either the main outside entry or building lobby entry, features a sawtooth design that is a combination of wood and marble. A five-piece ceramic collage hanging behind the teller area was created to coordinate with the counter design. Near the teller line is a stair, put in by ASD, which allows access to the second floor operations area.

Window walls on two sides of the space allow ample amounts of daylight for plants placed along the balcony and near customer service desks. Incandescent spots provide the only other needed light in the lobby area, washing walls and highlighting areas.

ASD changed the angle of the second-floor balcony (above) to open up Raleigh Federal's lobby space. A stair in back was put in to access the second floor operations offices. The main entry to the right is a marble-framed airlock door. Floorplan (opp. page) shows where the angled balcony (dotted line) divides the ground floor.







The teller line features a sawtooth design of marble and wood (top). A ceramic collage behind it was created by North Carolina artist Katherine Triplett to match the counter. Executive (above) and operational offices have "public" corridors for visitors, employees.

Project notes

Raleigh Federal Savings & Loan, Raleigh, N.C.
Interior design: Associated Space Design, Atlanta
Completion date: December 1986
Sq. ft.: 38,000, including executive and operational offices.

RALEIGH FEDERAL

Panels add historic continuity

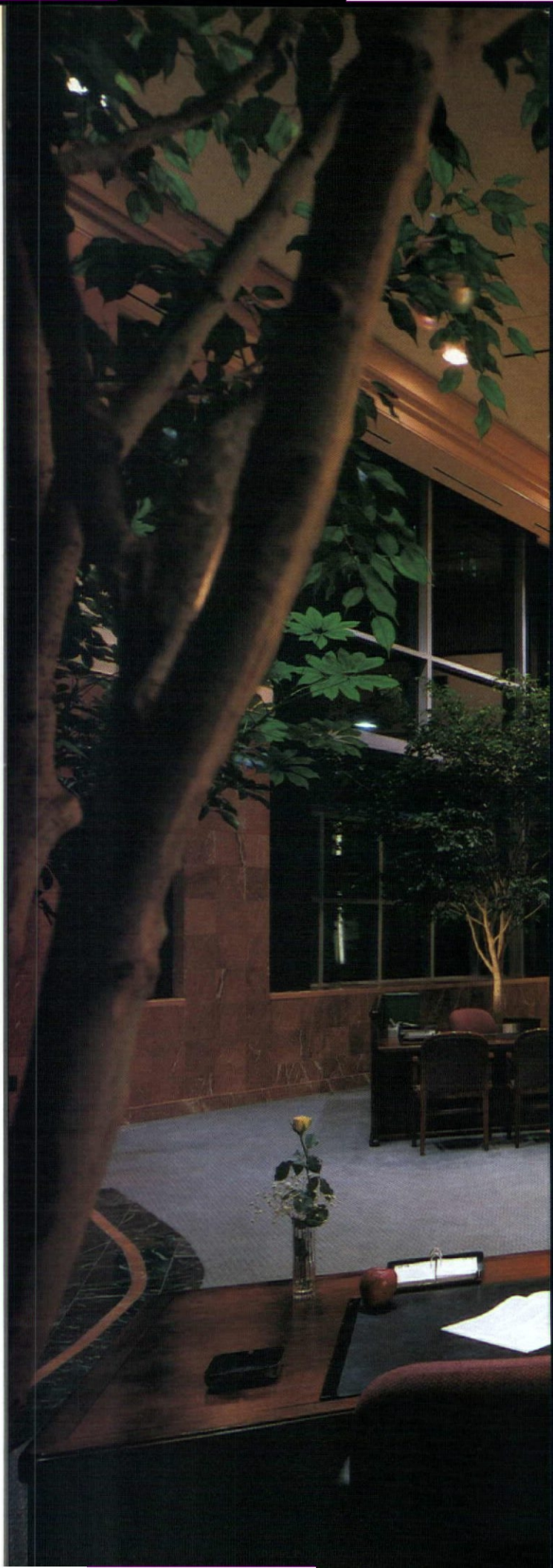
Over by the vault are nine etched-glass panels which depict scenes of the Raleigh area and former Raleigh Federal logo from its old building lobby. According to Dorothy Harris, project director, "The client wanted to reuse these elements to add historic continuity to the new lobby and to recognize the designer of the panels, F. Carter Williams, a board member of the bank and architect for the project construction supervision." ASD suspended the panels away from the wall by framing them on a grid and then indirectly illuminating them by washing the wall with light. "At first we were concerned with the aged condition of the panels," remarks Stonis. "But when we cleaned them up and displayed them with proper lighting, they really became a unique feature of the bank."

Commenting that the scale of the space is deceptive because the building is narrow, Stonis is proud of his firm's design solution. "The open environment of the space welcomes people and allows an intimate way of doing business," he concludes.—*S.M.*

SOURCES

Desks—Benedetti. **Seating**—Bernhardt, Herman Miller. **Upholstery**—Helikon, Herman Miller. **Carpeting**—Princeton Technologies, Milliken. **Desk accessories**—Eldon, Metcor. **Signage**—Architectural Graphics, Inc. **Teller line & checkstands**—Cleora Sterling Corp. **Marble vault facade & main entry**—David Allen Co. **Vault door**—Le Febure.

Interior design—Associated Space Design: Richard E. Stonis, principal-in-charge; Dorothy Harris, project director; Ward Hill, R.A., project architect; Taylor Stuckey, project designers; Joseph Austin, AIA, staff architect; Dinah Stonis, art consultant. **Construction supervision**—F. Carter Williams, Gene W. Jones, AIA. **Furniture dealer**—Alfred Williams & Co. **General contractor**—McDevitt & Street.





Columns and beams which are part of the building structure frame the vault which has a marble facade similar to the entry door. The glass etchings were relocated from the bank's old building.



Photography by Robert Wolsch

URBAN BRANCH DESIGN ATTRACTS CUSTOMERS

Curved teller stations invite privacy at First Federal Savings & Loan

Located in a highly urban setting, the First Federal Savings and Loan Association at 42nd Street and Avenue of the Americas, New York City, designed by Soo Kim Associates, Inc., New York, has a unique, curved teller station that serves as a focal point for potential customers.

"This branch bank was designed to be more friendly and humane, rather than monumental," says Lisa Nirenberg-Walzer, AIA, Soo Kim. "Bank clients have expressed a desire to get away from monumentality," she explains. The curved teller station reduces the "barrier-feeling" often encountered at banks located in high-traffic areas.

Indeed, although a bullet-proof barrier was a security requirement, by bringing the glass up to the soffit level, instead of the typical 7-ft. height, and using butt joints, designers were able to minimize awareness of its presence, according to Wey G. Lee, member of the design team. While customers can clearly see the teller who is serving them when making a transaction, nearby patrons see a distorted view of the teller from any other angle due to the reflection and refraction capability of the glass. This adds to security for the bank and its customers, because a transaction cannot be witnessed by anyone else who may be waiting in line.

The teller area is bound by an amorphous counter composed of individual teller's stations, which approximate the smoothly curved soffit above.

"First Federal management was intrigued by the curves," says Peggy Wiberley, a Soo Kim designer. "They agreed that it was more interesting to have this curved view, rather than a typical straight-ahead banking approach. Once we had the curve of the station down, the rest was simple to design with linear horizontal lines," Wiberley explains. The design team agreed that the circular statement was sufficiently carried out by the teller station, and that railings and furnishings used in other areas of the bank, such as Knoll's Hannah System, reflect the overall design.

The teller station is made of laminate on wood. Armstrong floor tile gives the appearance of marble floor, but is not as hard or as slippery (important for a street-level, walk-in bank in a four-season location). The station accommodates nine customers at a time with eight regular stations and one head teller. In the customer service area there are five account executive stations and two manager stations.

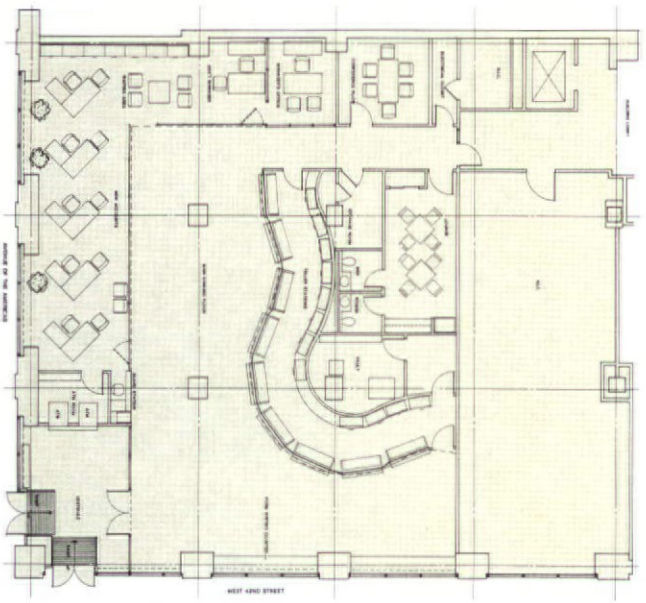
Currently, one Automatic Teller Machine (ATM) is installed in the vestibule, and another will be installed shortly. The ATM, available 24 hours a day, is placed in a corner location where it is visible from both street corners.

Soo Kim Associates was awarded the 4,500-sq.-ft. project in a design competition sponsored by First Federal. The $333,000 project required five months of planning and three months of construction. Soo Kim, president of the firm, created the initial design concept, then members of the design team followed through.—*E.McM.*

First Federal's customer service area (above) offers a rectilinear design scheme in contrast to the curved teller stations (right) which capture customers' attention at the corner of 42nd St. and Sixth Avenue.

Project Notes
First Federal Savings & Loan Association, New York, N.Y.
Interior design: Soo Kim Associates, Inc.
Project cost: $333,000
Cost per sq. ft.: $73.00
Completion date: June 1986
Sq. ft.: 4,500





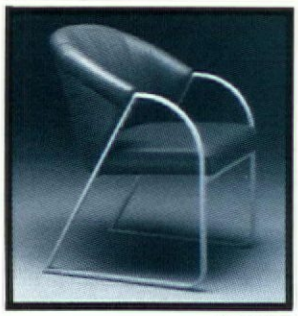


SOURCES

Seating: Secretarial/operational/managerial—Knoll Hannah, Herman Miller. **Managerial/professional**—Knoll Sapper. **Lounge**—Kinetics. **Cafeteria**—Atelier International. **Tables**—Metro Rubber Table. **Workstations**—Knoll Hannah. **Carpet**—Atlas. **Carpet Tiles**—Interface, Armstrong Pavimar Marble Tile. **Ceiling**—Armstrong Cirrus. **Wallcoverings**—Koroseal. **Files**—Shaw-Walker. **Upholstery**—Herman Miller, Polynit, Knoll. **Window Treatment: Draperies**—Adam James, Harmony, Knoll. **Blinds**—DFB Sales, Inc.; Solar Shades Scapes.

Woodwork and cabinetry—Millwright Woodwork & Installers. **Signage**—Electra, ASI Signs. **Accessories**—Smith Metal Arts, Bank Sign & Equipment Co. **Furniture dealer**—Tobron Office Furniture.

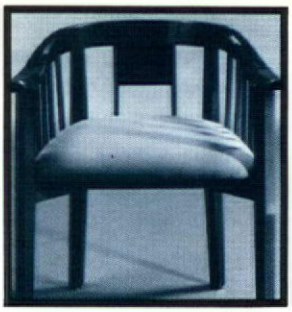
Interior design—Soo Kim Associates, Inc., New York City. Project team: Wey G. Lee, Lisa Nirenberg-Walzer, Peggy Wiberley, and Loretta Chavez. **Lighting consultant**—Robert Wolsch Design. **Engineers**—W.A. DiGiacomo Assoc., P.C. (mechanical/electrical); Office of James Ruderman, (structural). **General contractor**—S. DiGiacomo & Sons.



Patrician



Fiandre



Helikon

FURNITURE CHANGES PROMOTE 'SALABILITY' OF BANK SERVICES

Freestanding, open plan workstations gain popularity

Wooing clients, banks spend on public areas

Increased competitiveness and the need to gain a foothold in newly opened markets as a result of rule changes affecting interstate banking, have financial institutions spending more money on public areas these days. To boost client contact and interest, privacy features afforded by panel systems and conferencing furnishings are high on the specifier's list.

Indoor ATMs and video viewing rooms are also reflective of banks' concerns for selling and merchandising their services. Boosting banks' appeal are systems used for private transactions, says Tom Barber, director of marketing, Modern Mode. Some banks have placed freestanding screens around officers' desks, Barber notes.

The role of open plan and clustered workstations will increase behind the scenes as well, as automation and teamwork management practices become more popular.

Pilot program launched

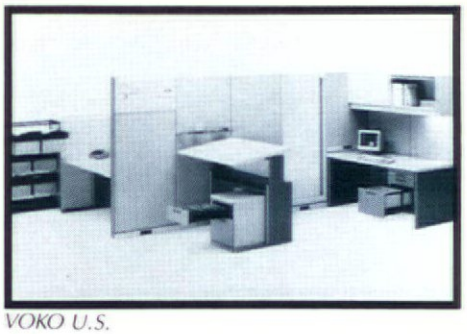
Steelcase and its Stow & Davis subsidiary are piloting a furniture program for banks that want to create conferencing areas. In a sales environment of perceived privacy, the consumer can interact with a bank service person and with an information-dispensing computer. This would allow banks to get away from a "grilling" atmosphere, says Darryl Bryant, manager, industry sales, Steelcase.

"People feel less intimidated at conference tables than at traditional desks," agrees Greg Bell, director, Baker Executive Office Division.

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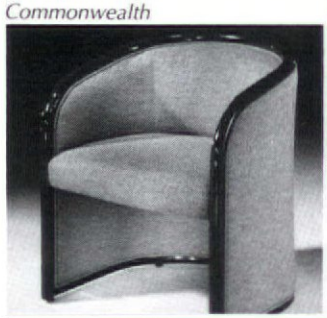


Meridian



VOKO U.S.

Commonwealth

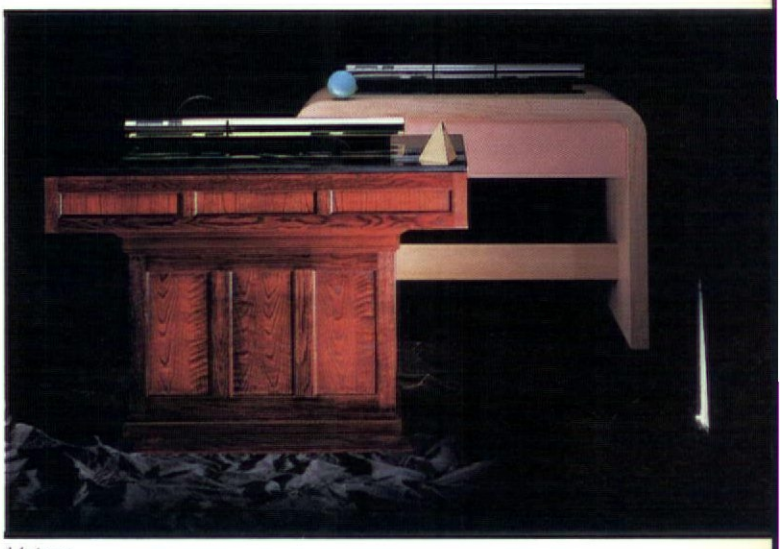


Brueton





Gunlocke



Metcor

Patrician Furniture—A stylish, contemporary chair employs "comfort wrinkles" for softness, rubber webbing in seat for added comfort, and exposed metal frame available in four powder-finish colors. **Circle No. 360.**

Fiandre—Ceramic Granite™ lends itself to new patterning and design, especially suited to bank applications. Called Bank One, the tile is a 12 × 12-in. bold tri-tone pattern and can be laid to border check-writing islands or direct traffic generally. It has a natural stone-like finish and large range of colors. **Circle No. 334.**

Helikon—A contemporary version of the "captain's chair," the Vienna chair has hardwood frame, with curved arms and back supported from seat by individually hand-rubbed slats. **Circle No. 345.**

Meridian—The Stackable Storage System of modular, heavy-gauge steel cabinets handles both electronic and conventional filing. Each storage module has reversible drawer access and may be stacked, one on top of the other, as high as space will allow. Available in 37 standard baked-enamel colors. **Circle No. 354.**

VOKO U.S.—The RMT System integrates freestanding, connectable work centers with height-adjustable desks, tables, walls, storage modules, wire management, and paper-flow technology. Highly acoustic panels are available in 10 widths, seven heights, eight non-glare surfaces, and a range of VOKO fabrics. **Circle No. 368.**

Commonwealth Contract Furnishings—Surrey Series seating is constructed of solid cherry and is available in six finishes and 100 fabrics. **Circle No. 325.**

Brueton—The Liberty Chair is a classically simple, sturdy, and comfortable pullup lounge chair, consisting of hardwood frame covered with polyurethane foam and resin-treated polyester fiber. It features closed upholstered arms, integral to the design, that curve upward to form the back. **Circle No. 321.**

Gunlocke—The Savant Series provides an updated treatment of the Savant Management Chair's contemporary, classical design and full range of ergonomic features. The Series also introduces three upholstery variations; three chair arm variations; and five-star bases in walnut, oak, chrome, or bronze, with dual-wheel casters. **Circle No. 341.**

Metcor—John Walters has designed 11 new checkwriting stands, including traditional, Art Deco, contemporary, hi-tech, and Postmodern designs. Material and finish selections such as marble, granite, glass, lucite, plastic laminate, hardwood, tambour, metal, and baked-enamel are available. **Circle No. 356.**



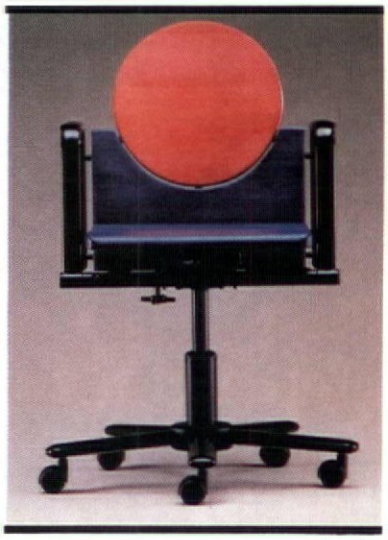
Kimball



Comforto



Girsberger



Harter



Contract Seating Intl.



R-Way

BANK FURNISHINGS

Competition from new sources

"Banks are now more interested in image and in what their customers think about them than they were in the past," Bell says.

This concern on the part of banks is motivated by new competition from many sources, including money market funds, brokerage houses, loan companies, and full-service retail conglomerates such as Sears and Coldwell Banker.

The desire to please customers is not likely, however, to result in any drastic changes in banks' preferred traditional style of furnishings, Bell feels. Banks continue to use traditional furniture as a confidence-building factor.

Along with promoting customer comfort, banks are seeking to impress clients. Establishing an image is especially important for banks coming into a new market opened by interstate banking deregulation, or expanding into international operations.

"To establish an image in a new city, a national bank will spend more money in public contact areas. Expenditures will be higher than what one would anticipate in the bank's home offices," notes Harry Lassiter, vice president, ISD, New York.

Creating market presence

"An upscale image is more important in interfacing with international clients or American clients with international interests," Lassiter notes. Furniture can aid such banks in creating an attention-getting "splash" in a new market.

Expansion of interstate banking has

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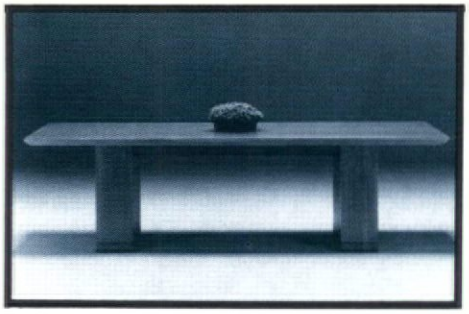
Kimball Office Furniture—A new transitional mahogany casegoods collection features rectangular and bow-shaped top options for desks, each with rounded convex molding edge treatment. A kneespace credenza or storage credenza in two sizes is offered. **Circle No. 350.**

Comforto—New system 25 sled-base chair offers chrome sled base or baked enamel finishes. It is ergonomically designed for proper support of back to keep legs from tiring. **Circle No. 324.**

Girsberger—New Trilax is triple-jointed and allows chair to conform synchronically to every movement of the body, yet the entire system can be locked into any desired position. Use of a new, highly elastic shell material allows a thinner profile and permits a special integrated procedure to cover seat and back shells in matching colors. More than 60 fabric colors and leathers are available in addition to COM. **Circle No. 338.**

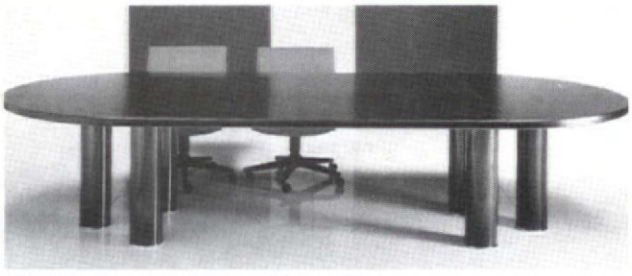


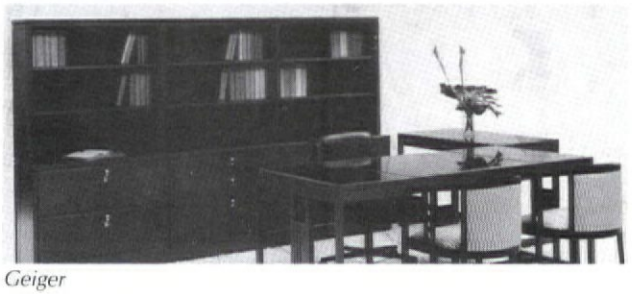
Casa Nova



Tuohy

Estel





Geiger



American Seating

Harter Contract—A recent introduction, the lighthearted Pinocchio chair offers a tilt mechanism, allowing the angle between seat and backrest to open in a relaxed seated position. Available with a guest chair in a sled base version with arms, both chairs come in any combination of seven standard color stains applied to a beechwood seat and back. **Circle No. 344.**

Contract Seating Intl.—The Working Machine utilizes bentwood lamination technology to achieve complete support for the human form. It has a five prong plastisol-coated 25-in. base and sophisticated pneumatic lift-height and tilt adjustments. Articulating seat and back are standard. **Circle No. 326.**

R-WAY—Roma is high-profile, radius-end office furniture with sleek European styling at an affordable price. Double- and single-pedestal desks, open and closed credenzas, and executive and secretarial returns are available in either natural oak or walnut.
Circle No. 361.

Casa Nova—Briarwood Conference Chair is 22-in. wide, 21-in. deep, and 35-in. high overall. It is available in several woods or opaque lacquer colors, including matte black as shown.
Circle No. 322.

Tuohy—Prism executive conference tables are available in bevel-top with apron/stretcher motif, and square-cut motif. Lengths up to 20 feet may be specified, in Honduras mahogany, walnut, or white oak. **Circle No. 364.**

Estel—Sincro is a new series of modular tables in laminates and veneers.
Circle No. 333.

Geiger International—The Jugendstil Collection is in the Viennese Modernists mode, utilizing wood finishes of black, red, and natural mahogany. Arabescato marbles and black granites accent the line, along with brass or chrome. Upholstery fabrics employ the original designs of the Viennese Modernists, with a full range of leather colors. **Circle No. 337.**

American Seating—System R workstations features a series of conferencing worksurfaces which facilitate meetings in addition to serving as primary desktop. Fabric and finishing program has been expanded. **Circle No. 295.**



Dunbar

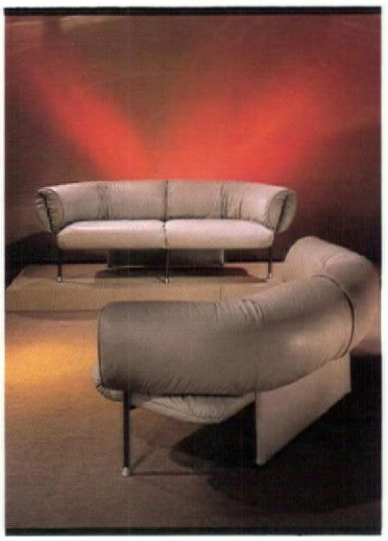


Boling

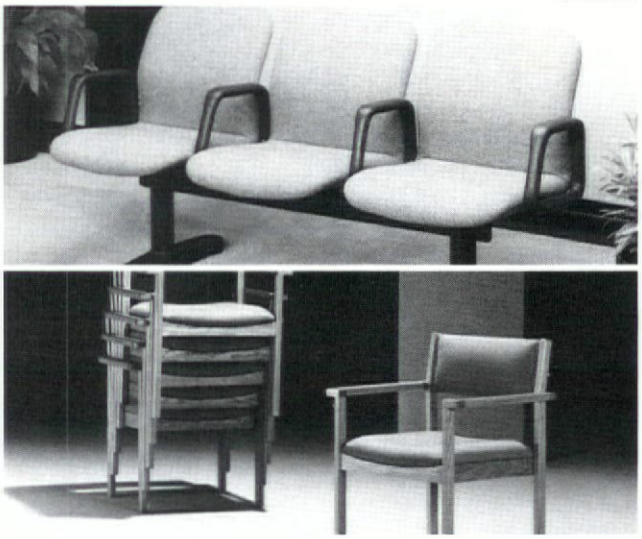
Charlotte



Howe



Cy Mann Designs



EOC

BANK FURNISHINGS

Regional trends emerge

also generated furniture expenditures as new standards are imposed on takeover banks. Right now, southeastern banks are making statements with architecture and interior design, according to Bobette Nease, vice president, Associated Space Design (ASD), Atlanta.

"Our business has been favorably affected by bank megamergers," Nease reports. These have a phenomenal impact on bank identity, and lead to changes in areas such as signage and executive furniture, she notes. Nease feels that banks take investment in furniture seriously. Even though mergers are causing bankers to make more purchases, "they are moving to more quality, not less," she says.

This trend varies by region. It should come as no surprise that banks in the Southwest which have been hit with losses due to depressed oil prices are "a little more conservative in spending right now," according to Andre Staffelbach, president, Staffelbach Designs, Dallas.

Consolidation upswing

At times, Staffelbach reports, his firm is involved in consolidation projects, closing up square feet, subleasing, or giving space back to the building. Loan officers are moving into workstations, and some banks are moving to smaller scale furniture in this region.

Behind the scenes at banks, the march of automation has meant that more bank officers are working in open office environments, rather than

(Continued)

Dunbar—No. 2201 Table Desk measures 72-in. × 33¼-in. × 29-in. high. It is available in a variety of wood finishes and features rectilinear inset detailing. **Circle No. 332.**

Boling—Horizon #2000 is crafted of solid walnut or Ash with "soft-tone" finish. It is a contemporary version of the classic "Bank of England" chair, built with 15 pieces of steam-bent wood. **Circle No. 318.**

Howe—When fully extended, a new mobile conference table provides a 4- by 10-ft. table seating ten. When fully folded, the table reduces to a compact 14- by 67-in. unit. **Circle No. 347.**



Fixtures



Metalstand

Virco





Lunstead



HAG USA



CorryHiebert

Cy Mann Designs—Go One and Go Two are two stuffed chairs designed by Giovanni Offredi. The former is lean, the latter stuffed, but both have subtle light suspension. **Circle No. 330.**

Charlotte Co.—Praxis beam seating is available in 2,3,4, and 5-seat units, as well as with interval beam-mounted tables. It is available in black urethane arms and base as shown. Upholstery is recoverable and utilizes suspended perimeter web construction. It was designed by Bruce Sienkowski. **Circle No. 323.**

EOC—New stackable Terrace Chair has generous proportions and comfortable semi-erect sitting quality. It is available in optional solid oak or walnut hardwood frame with a full perimeter seat enclosure. Interior seat and back shells are of multiple contoured hardwood plywood. Variety of wood and polyurethane finishes and complete EOC fabric line choices. **Circle No. 335.**

Fixtures Furniture—Delos is available in cantilevered base shown of four legs, in leathers or fine fabrics. Frames are chrome or optional epoxy colors. It has a unique suspension and cushioning system for maximum comfort, locking tilt with swivel mechanism, and pneumatic height adjustment. **Circle No. 336.**

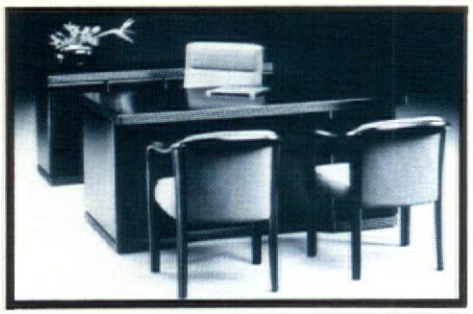
Metalstand—Metier's modular work centers, available in exciting colors and finishes, allow designers to create personalized environments for programmers, managers, and CEO's. Add-on capabilities provide linked stations, conference tops, hanging and mobile pedestals, and extensive accessories. **Circle No. 355.**

Virco—Execuline office furniture is attractive, practical, and functional, with a wire management system, and a unique Twist-Lock assembly function. The line is offered in Oregon oak or American walnut. **Circle No. 367.**

Lunstead—A high quality line of desks, credenzas, and credenza superstructures handmade by craftsmen, The Signature series features transitional detailing and several separate finishing steps to assure quality control. **Circle No. 353.**

HAG USA—An executive version of the Credo office chair offers upscaled ergonomic support in seat and back, while retaining Credo's original seat depth adjustment, backrest and chair height adjustments, and dynamic movement of seatplate. **Circle No. 342.**

CorryHiebert—John J. Rizzi designed the Rizzi collection, a new lounge seating line, consisting of tables and seating in a simple, classic design. Table surfaces are offered in glass, stone, or wood, with bases of polished metal or Kaleidoscope ChromaKote finishes. Seating is available in club chairs, sofas, or modular sectionals. The collection is available in a broad selection of Kaleidoscope fabrics. **Circle No. 327.**



Mueller



Gulden Gallery

Biltrite



Brickel



Interna





Gold Bond

BANK FURNISHINGS

New computer standards

in conventional private offices, says ISD's Lassiter.

In addition, the development of programming, marketing, and document processing teams has led to the use of clustered workstations, points out Steelcase's Bryant, observing their popularity.

Terminals proliferate

Richard Stonis, ASD president and CEO, states that computer technology is becoming standardized and more universal at banks. This will simplify computer workstation configurations, he says. Eventually, there will be one terminal on a desk which can access different computer systems.

There will also be growth in the use of terminals in public areas, says Modern Mode's Barber. He predicts the installation of terminals hidden below the counter of teller stations in future installations.

In some Household Finance branches, he reports, the receptionist greets a visitor and then punches in his account number. That number and the visitor's account information become visible to all branch employees. They can greet the visitor by name and needn't ask him to go over his finances each time he visits. Barber believes banks will turn to such methods to informalize and personalize their services in the future to capture client interest.

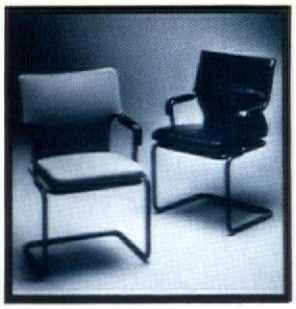
With an eye to the future, Dan Gundrum, senior designer, ISD, designed teller stations in a project for MBank, Austin, Tex., so that they could be replaced by ATMs.

(Continued)

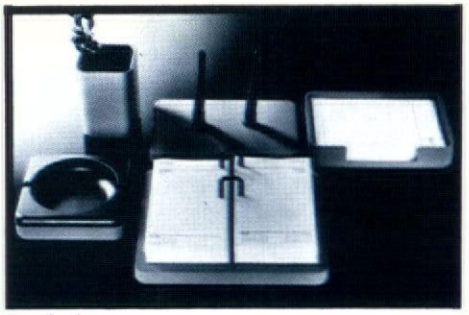
Mueller—Combining free-standing casegoods, fully integrated, and special-purpose modules, Varia's elegantly engineered and integrated components offer flexible styling options. Four edge and base details, as well as 24 finishes, are available. **Circle No. 357.**

Gulden Gallery—A 48-in. round conference table features book-matched, starburst mahogany veneers, dove-tailed pedestal construction with beaded-edge. A beehive pedestal with reeded legs or an acanthus pedestal also is available with solid brass feet. **Circle No. 340.**

Brickel—Ward Bennett-designed Torca chair features compound curves and softened joints. Top rail is made from a single piece of wood. Craftsmanship requires one and one-half days of work for hand-carving and finishing. **Circle No. 320.**



Atelier



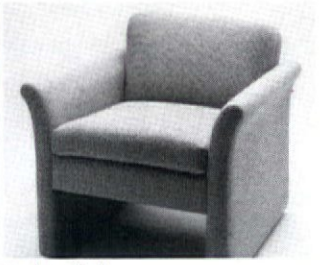
Smokador

Davis





Allyn Bank



Taylor Chair



Cumberland

Interna—Designed by Philippe Hurel, the Inwood is a perfectly square lounge chair reminiscent of Art Moderne. Available in blond or dark finishes, the chair is made of sycamore, with the seat and insides of frame upholstered in either leather, fabric, or COM. **Circle No. 349.**

Biltrite Nightingale—Revival, designed by Thomas Lamb, is an innovative modular executive office furniture line with coordinated seating. Worksurfaces and casegoods stack and link together to facilitate personalized arrangements. **Circle No. 297.**

Gold Bond—The GB-350 Movable Wall System uses prefabricated studs, track, and horizontal channels to deliver flexibility with cost effectiveness and employee productivity. The patented Gravity Lock Fastener is driven into the back of each wall panel, allowing it to be hung separately. The result is an exceptionally rigid wall with tight joints. **Circle No. 339**

Atelier Intl.—Archizoom conference/pullup seating collection is available with two base options: sled or five-star, with adjustable height and self-orienting casters and a choice of leather or fabric seats and backs. **Circle No. 296.**

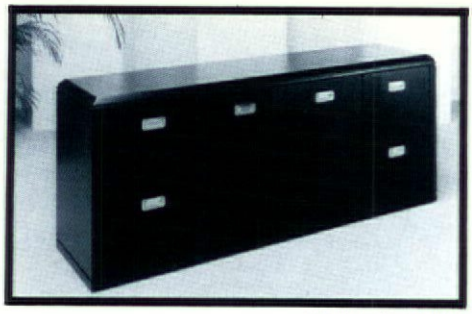
Smokador—SOF-STONE is a new accessory collection featuring soft, suede-like surfaces. Abrasion-resistant characteristics provide high-impact plastic function and durability. Yet its high-tech styling is appropriate for contemporary offices. **Circle No. 362.**

Davis Furniture—Lara is a tuxedo sofa with loose cushion seat in back and a tailored look. It is especially suitable for tight or scaled-down areas. Unique L-shaped arm design features a hardwood interior frame. It may be upholstered in leather or any fabric from the Davis Color Network Collection. Line is available as chair, loveseat, or sofa. **Circle No. 331.**

Allyn Bank Equipment—#1515 is a four-sided station, 15-in. sq. It has four each digital clock calendars, solar-powered calculators, and theftproof pens. A removable wastedrop with receptacle is part of the unit. With seven aluminum, solid brass, or stainless steel finishes, unit is surface-mounted. **Circle No. 293.**

Taylor Chair—The smaller scale of this flared-arm lounge seating is designed for tight space requirements. Available in three different widths. **Circle No. 363.**

Cumberland—UNO is a soft, molded contour chair in full back or short back, available on casters or glides in a wide choice of fabrics and leathers or COM. **Circle No. 328.**



Harbor Benedetti

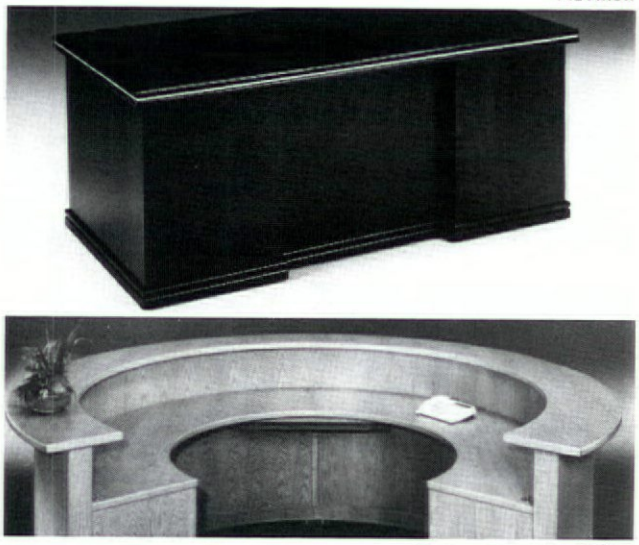


Kittinger

Novikoff



Paoli



Custom Executive Office

BANK FURNISHINGS

People-orientation grows

Banks are now bringing automated teller machines (ATMs) into the bank building proper. That's because they can't sell financial products to customers who aren't in the door.

Gundrum also created two video viewing rooms in the MBank project. Consumers could enter a walnut-panelled chamber, sit on a leather-topped bench and receive information on home equity loans from a video screen. This use of automated technology could be copied by other banks that want to woo customers but not expand their staff in an effort to grow without additional overhead.

Morale important

Perhaps the most interesting hint of the future direction of bank furniture hinges not on technology but on people. ASD's Stonis cites a bank in Baton Rouge, La., that has gone to wood furniture throughout its operations. Normally, a bank only uses wood in public areas and the executive offices, typically saving it for areas where it will make an impression.

"The bankers in this case decided that there was a feeling at many banks after you got off an elevator or went through a door that you were in a totally different facility," Stonis recalls. With 80,000 sq. ft. of space, the fairly small bank made a people-oriented decision for the satisfaction of its employees, he says. Maybe in the future, other banks will move in this direction.—*R.C.*

Harbor Benedetti—Suitable for all areas of lending platform and lobby, these casegoods offer a wide range of desks, credenzas (including VDT and executive height), and storage units. **Circle No. 343.**

Kittinger—11 new chairs have been added to the Georgian Collection for offices, conference rooms, and reception areas: two swivel chairs, an accompanying arm chair, upholstered arm and side chairs of Queen Anne and Chippendale design, and a tub chair with graceful curved and detailed exposed maple. **Circle No. 351.**

Paoli—The Montclair 3000 series features hand-rubbed English walnut burl tops and elegant English antique brass hardware. All drawers are equipped with accuride suspension systems. Modular bookcases, lateral files, and storage cabinets may be ordered as multiple groups. **Circle No. 359.**

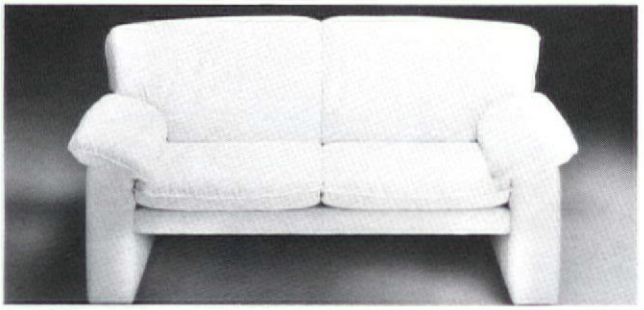


Vecta Contract



Ibis

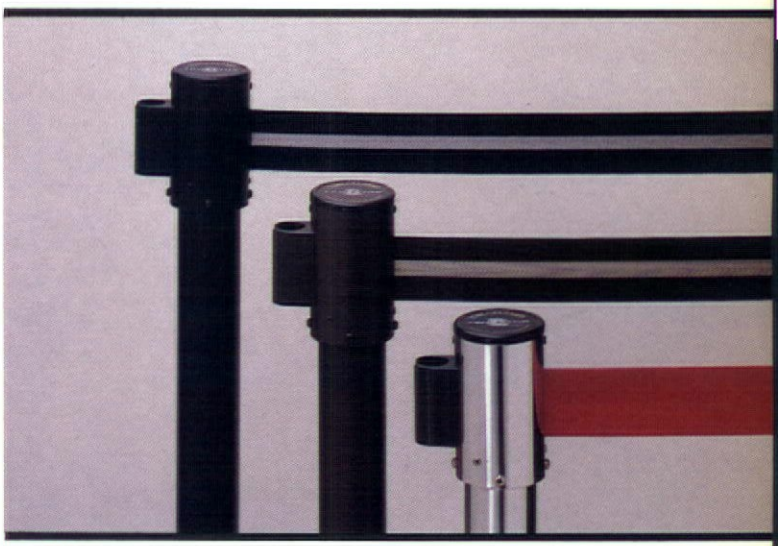
Brayton







United Technical *High Point*



Lawrence

Novikoff—Available in two versatile wood edges, the Glen Desk Group may be specified with or without a conference top. A quarter-in. insert of various metals or colored woods sandwiched between solid hardwood enables customized design without the expense. **Circle No. 358.**

Custom Executive Office—Capri series reception station is available in oak, walnut, and Mahogany. Same unit is available in eight additional designs, traditional or contemporary. The worksurface offers a number of drawer options. **Circle No. 329.**

Vecta Contract—A fully upholstered, height-adjustable office chair with back panel for additional support is offered in fabric or leather. Designed by William Raftery, with wood or aluminum base, it may be finished with polish or thermoset color. **Circle No. 366.**

Ibis—The Georgian Gainsborough Loveseat also is available in chair, swivel chair, and custom three-seat sofa. **Circle No. 348.**

Brayton Intl.—Available as a chair or two- or three-seat sofa, Tamburin™ was designed by Christian Heimberger. It is crafted of selected hardwood and has a wood veneer frame and 1½-in. diameter glides. Seat is semi-attached, back and arm cushion have special topstitch welting. **Circle No. 319.**

United Technical Products—The first product of its kind that does not require a grounding cord, Clear-Stat II transparent anti-static chair mat provides an esthetic answer to static problems in modern offices. **Circle No. 365.**

High Point Furniture—Sofa, loveseat, chair, and matching tables make up a full complement of reception furniture. All models are available in genuine oak or walnut finish with more than 240 upholstery options. **Circle No. 346.**

Lawrence Metal Products—A portable post system produces a highly effective physical and psychological means of guiding and directing people. A retractable spring-loaded webbing belt is contained in each post head and may be pulled out to any length up to seven feet for plugging into the next post. **Circle No. 352.**



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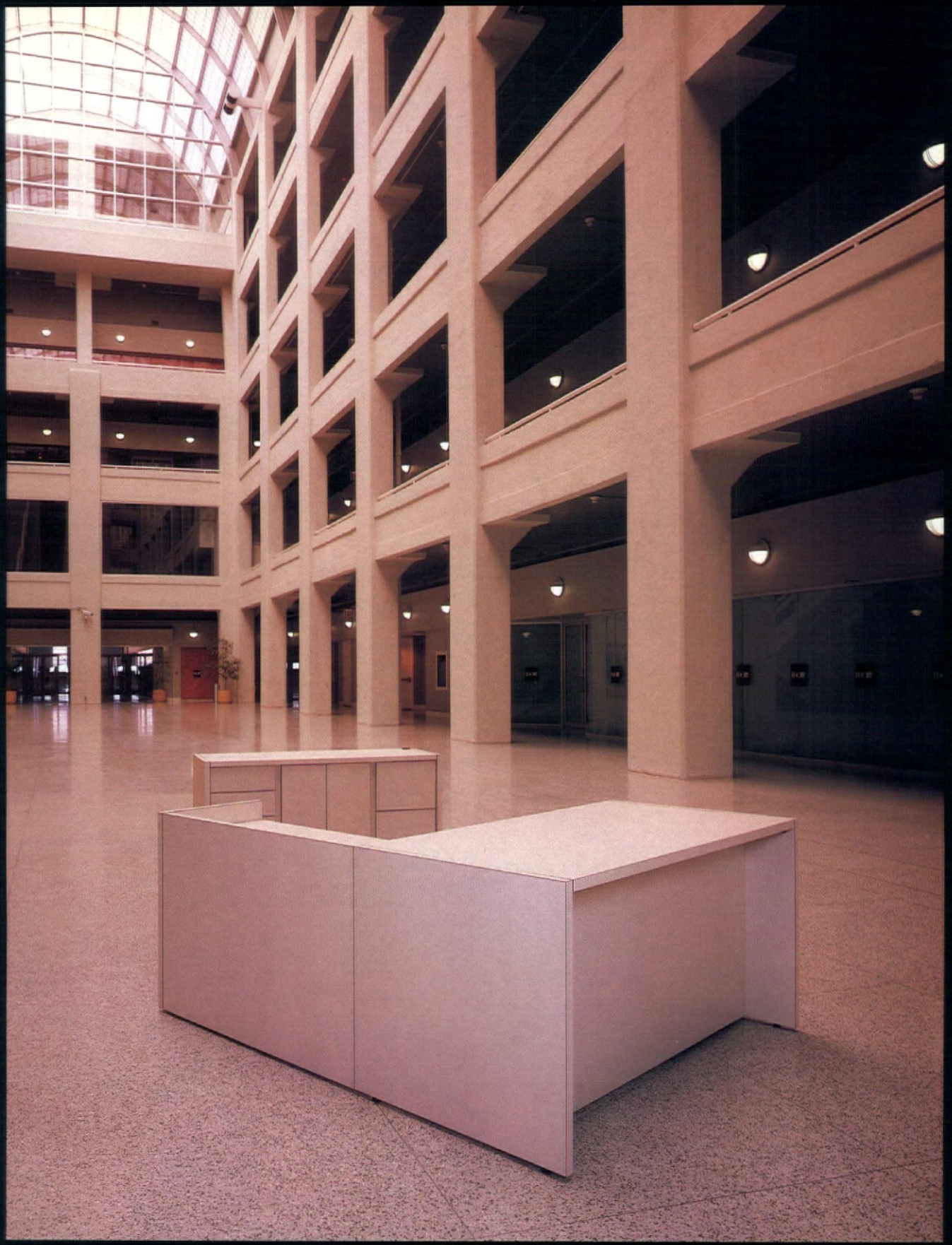
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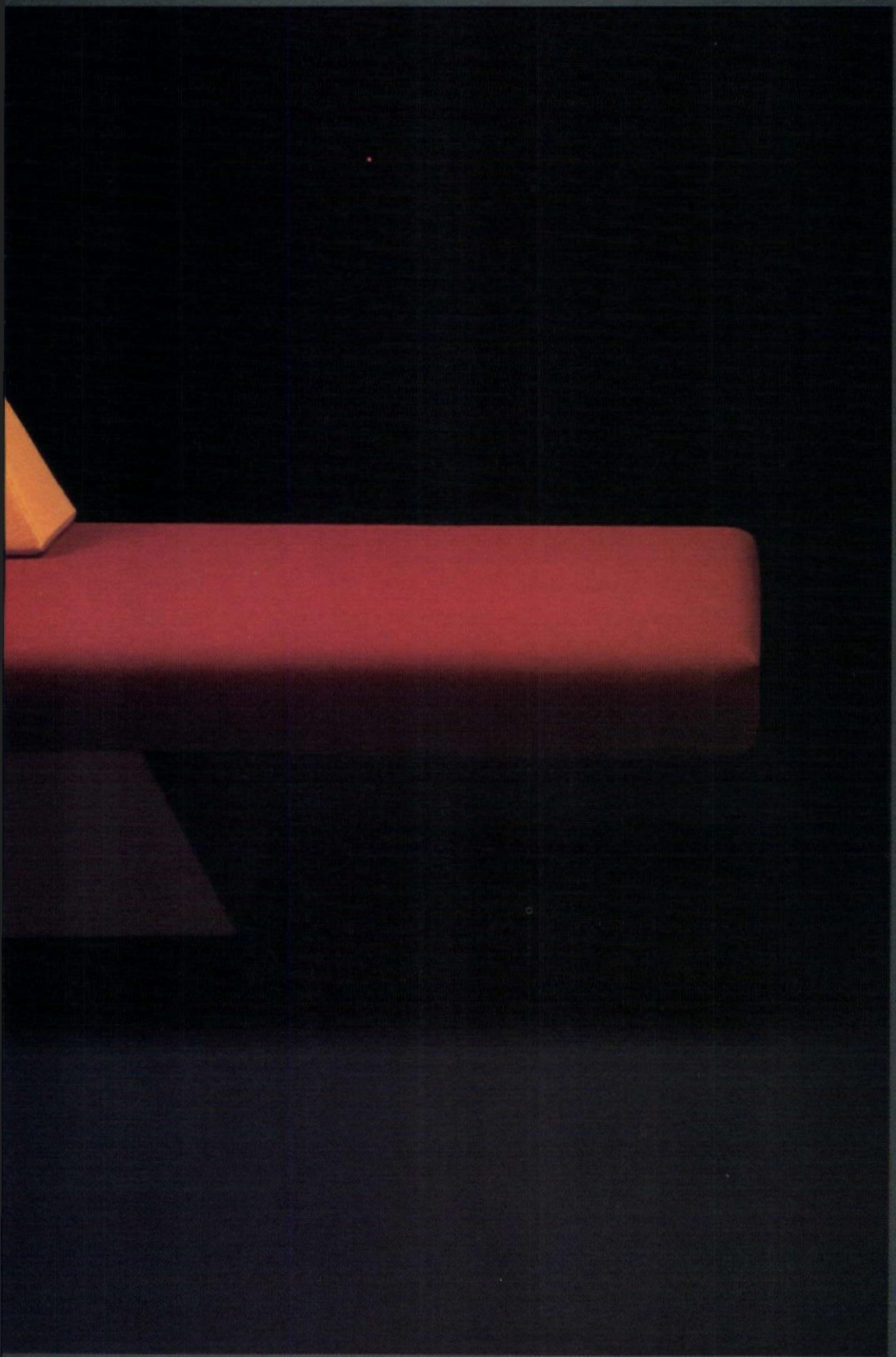
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Introducing a new grey laminate waterfall edge design with unique contoured drawer fronts, National's bold new 2600 Waterfall Series. The Waterfall Series is also available in walnut, dark oak and medium oak grain with high pressure laminate tops and center drawers standard. Coupled with in-stock availability and responsive service, each of these four new series further expands National's response to your needs for a single source supplier.

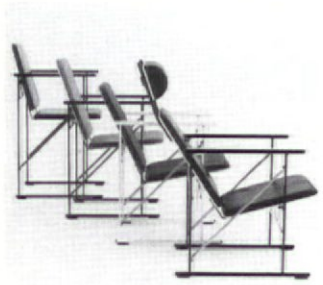
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Beylerian/Vecta

MULTI-PURPOSE CHAIR FROM FINLAND IS LIGHTWEIGHT

The A500 chair from Finnish furniture manufacturer **Avarte,** includes general purpose, conference, lobby, easy, rocking, and special models. Designed by Yrjo Kukkapuro, the seat frames are hot-pressed, film-glued, and melamine-coated birch veneer. The arm rests are birch veneer and legs are epoxy painted steel tube. Avarte is represented by **Beylerian** through Vecta Contract in the United States. **Circle No. 211.**



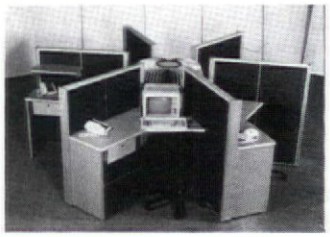
Dar/Ran Furniture Inds.

OFFICE FURNITURE COLLECTION EXPANDS

Dar/Ran Furniture Inds. has expanded the Aurora collection to include a wide variety of workstations and integrated workcenter units. Available in ribbon mahogany or rift cut oak veneers, Aurora pieces feature task lighting, fabric tack surfaces, modular cabinetry, and overhead storage with flip-up doors.
Circle No. 298.

CLUSTERED WORKSTATIONS USE LITTLE FLOORSPACE

Apollo clustered workstations are designed to provide ample workspace in a minimum amount of floor space. A typical installation can position six operators in 87 sq. ft. of floor space. Each position of the Apollo is surrounded on three sides by acoustical panels featuring **Datum Filing Systems Inc.**'s Dual Panel Construction.
Circle No. 299.



Datum Filing Systems

MORE THAN 5,000 ITEMS INCLUDED IN COLLECTION

From **MDC Wallcoverings,** the three-volume Encore collection features Type I and Type II vinyls, suedes, textiles, acousticals, and specialties such as mylars and wood veneers. More than 5,000 wallcovering and upholstery items are included. **Circle No. 300.**

FABRIC IS OFFERED IN 34 COLORWAYS

From **Schumacher**'s contract collection, Rennolds Repp is 100 percent Trevira polyester textured fabric. The 54-in. wide fabric is available in 34 different colorways. **Circle No. 307.**



Schumacher



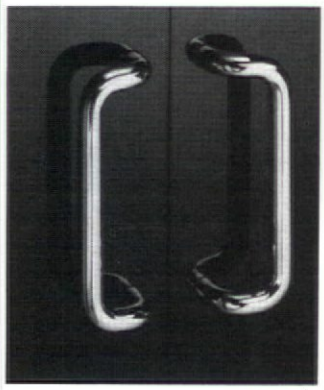
Sealy

SLEEP SOFA COMES IN SEVERAL SIZES

Style #616 Correct Sleep Sofa is pictured in queen size. All pieces in this line are available in queen, full, loveseat sizes, or as a stationary sofa. All Correct Sleep Sofas have **Sealy** Posturepedic innerspring mattresses. The mechanism is carriage-bolted to a hardwood frame. **Circle No. 302.**

DOOR PULLS CAN ENHANCE ENTRANCES

The HG 120 series of door pulls is available from **Hiawatha Inc.** The offset 1¼-in. tubular pulls are manufactured in stainless steel, bronze, and brass. Finishes include polished or satin. **Circle No. 301.**



Hiawatha

CLASSIC DETAILING DISTINGUISHES LAMP

Classic detailing on the base and column highlights a table lamp from **Stiffel**. The bright old brass finish is topped by an ivory fan-pleated shade. **Circle No. 311.**

DINING TABLE FEATURES CARVED PEDESTAL BASE

Neo-classic column dining table has an octagonal, glass top and a handcarved pedestal base. The beechwood base is available in raw frame or any of **IPF International**'s finishes. **Circle No. 308.**

FURNITURE ASSEMBLES WITH SCREWDRIVERS ONLY

Hunt Mfg. Co.'s Lit-Ning line of home/office computer furniture initially consists of a workstation with overhead organizer, a storage module, 90-degree connector and printer stand. Only two simple tools are required for assembly.
Circle No. 303.



Hunt Mfg.

WOOD TRIMS SEATING SERIES

Wood in light, medium, or dark oak finish trims **Jansko**'s series 3400. The seating series includes: conference side chair, secretarial, management, executive, and side arm chairs with sled base models.
Circle No. 304.

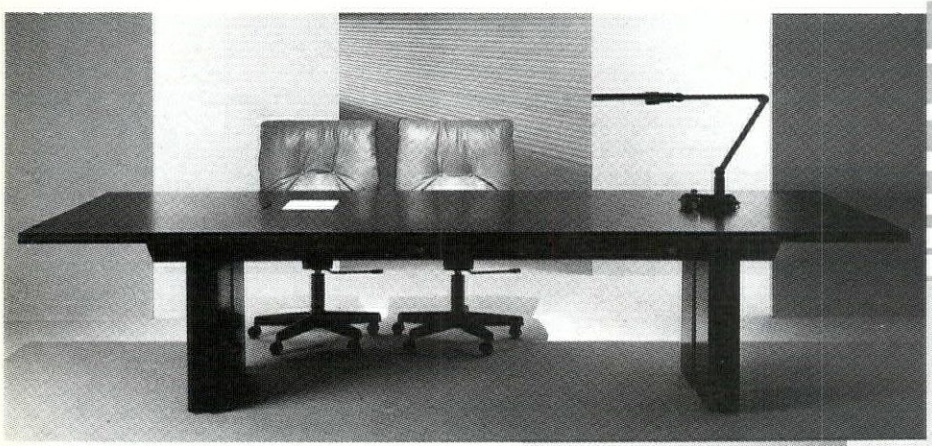
CEILING RESEMBLES BAS-RELIEF SCULPTURE

"Sculptures" fabric-covered, metal ceiling panels deliver a soft-sculptured look. From **Integrated Ceilings,** 2- by-4-ft. panels are standard in Ribbed and Pleated, Starburst and Stripes, and Squares patterns. Custom creations are also available. **Circle No. 305.**



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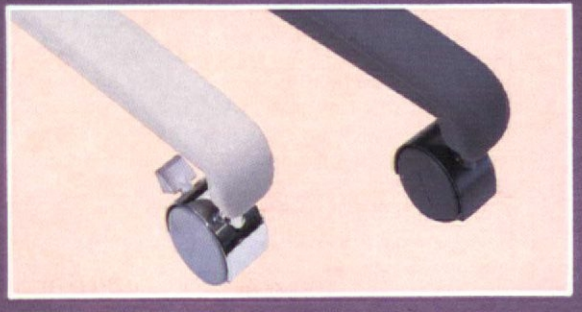
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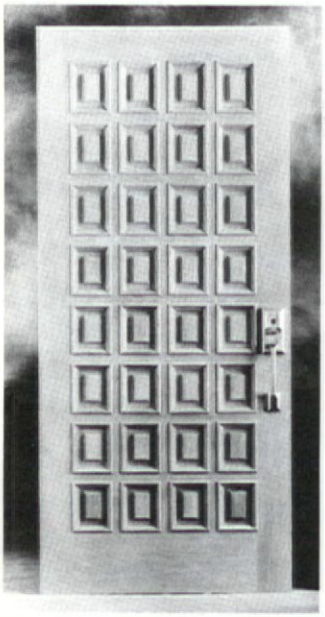
TEC Gray ESTSHIELD finish

Brown ESTSHIELD finish

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Simpson Door Co.

DOOR REFLECTS OLD WORLD GRANDEUR

The grandeur of a Spanish courtyard entry is reflected in the Quadrille Del Rey door, crafted in a solid American red oak. From **Simpson Door Co.**, the Quadrille Del Rey may be stained or painted to fit any decor. **Circle No. 312.**



TAB

CHANGING WORK AREAS ARE ACCOMMODATED

Humanetics Group Office Environments combine wood Office Panel Systems with Clustered Workcenters. This concept allows functional and managerial tasks to coexist in an office environment, according to **TAB Products Co.** The components can be rearranged to accommodate changing work areas. Clustered Workcenters are configured around a central core that allows up to six workcenters to be equipped. **Circle No. 313.**

COLORFUL ICE CREAM CHAIRS OFFERED

Line of ice cream chairs consists of four back styles: Sweetheart, Hairpin, Upholstered Hairpin, and Windsor. They are available from **MTS Seating** as side chairs or 30-in. barstools. The Ice Cream collection is offered in selected Standard colors, Powder Palette I colors, or Chrome and Dura finishes. Standard and Powder Palette I are heat-set powder epoxy. Dura finishes are translucent thermo-set epoxy over chrome to achieve brass, bronze, and copper finishes. **Circle No. 316.**



MTS Seating

REFERENCE TABLE ADJUSTS IN 1-IN. INCREMENTS

The "Oasis" adjustable reference table from **American Business Furniture, Inc.** adjusts in 1-in. increments from 25 in. low to 33 in. high. Colorful, scratch, and stain resistant laminates, trimmed by rounded corners and "T" vinyl molded edge, top heavy duty steel underside frame. **Circle No. 381.**

CHAIR OFFERS STURDY CONSTRUCTION, CLEAN LINES

Standard construction of this new chair from **Congoleum/Grabill Corp.** consists of a kiln-dried hardwood frame glued and corner blocked in areas of major stress, sinuous wire springs, and quality foam filling. Measuring 29- by 30- by 28-in., style #DC584 offers clean lines and simplistic style practical for lobby, lounge, or guest room settings. **Circle No. 382.**



Madison

CHAIRS ADJUST TO USER'S EVERY MOVE

Designed by Jerome Caruso, Software Seating is user-friendly and adjusts to every move of the user. Chairs are available from **Madison** in a variety of fabrics and leather with five-star bases or casters. **Circle No. 306.**

TABLE INCORPORATES WIRING SYSTEM

Imported from Italy, this Uffizi series conference table was designed by Angelo Mangiarotti. The table incorporates an integral wiring system and is covered with a black metal strip (for electrical outlets). From **Poltronova International Inc.**, the table features bases of Vicenza stone. **Circle No. 310.**



Poltronova

TEXTILE PROGRAM SHOWCASES 18 PATTERNS

A textile program encompassing 18 textile and leather patterns with more than 200 colorway options has been launched by **PCI/Tandem.** The program has been developed to coordinate with the firm's seating collections. New fabric selectors have also been developed for the program. **Circle No. 309.**



PCI/Tandem

TAPESTRY WEAVE DESIGNED IN 1904

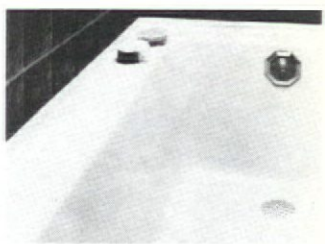
Unika Vaev USA's Archives collection is dedicated to the re-edition of fabrics created by the early modernists of this century. One of the 18 designs in the collection is Tivoli, a tapestry weave designed by Josef Hoffmann. Tivoli illustrates the fan-shaped explosions of fireworks on a more rhythmic vertically lined background. **Circle No. 314.**



American Olean

TILE SURFACE GIVES SOLID FOOTING

Prominence glazed tile's textured surface assures a solid footing, wet or dry. The tile has delicate shading for an antique look in five colors. Oyster, Antique Pearl, Brushed Silver, and Pebble contrast with Regency Blue. From **American Olean**, tile is ½-in. thick. **Circle No. 315.**



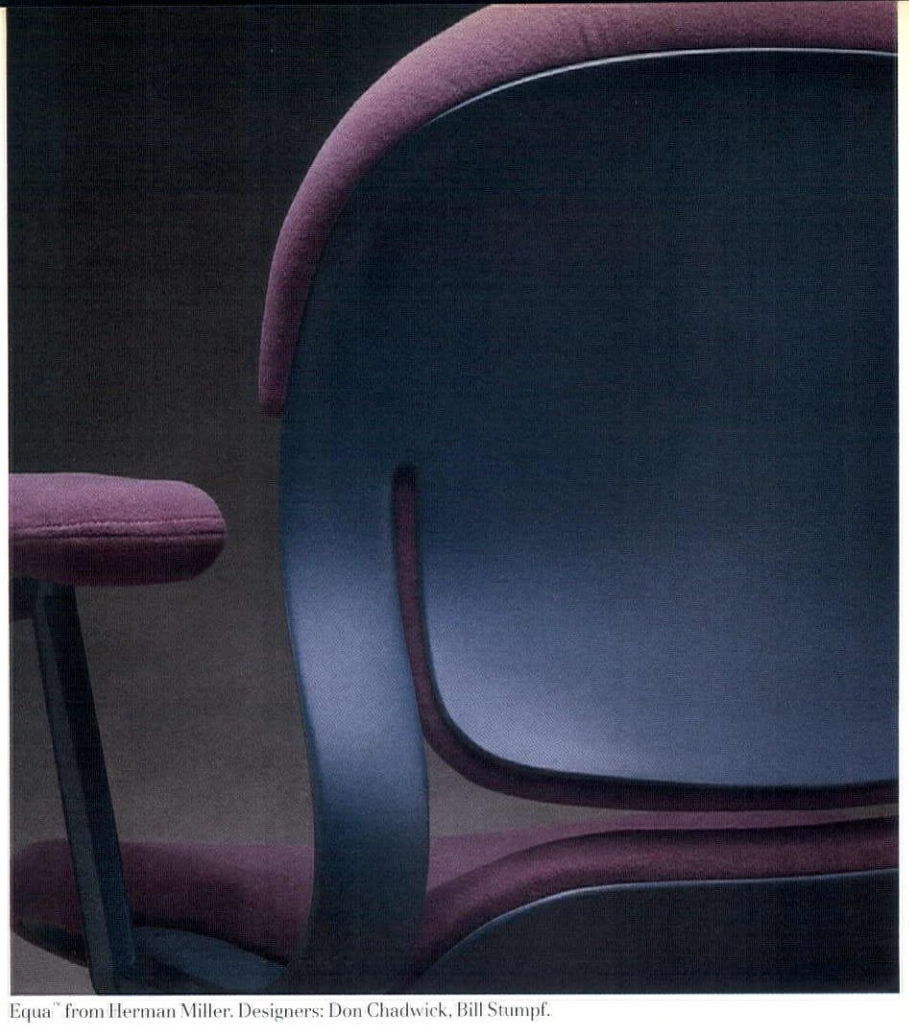
VINYL TRIM USES PRE-ADHESIVE PROCESS

Colony Bath Seal from **Lancaster Colony Commercial Products** is a pre-adhesived vinyl strip which bonds to the gap between tub and wall or counter and wall to cover and replace caulk and grout. It combines a firm vinyl trim with rubbery, flexible edges to mold the strip to the contour of each tile and grout line. **Circle No. 383.**









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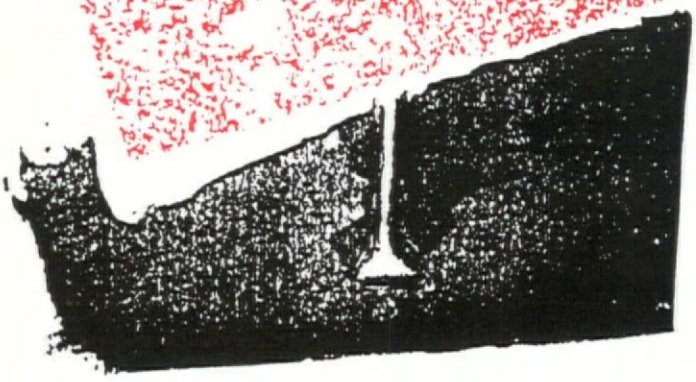
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Cascade II

A David Hammer Design



Introducing Arcadia's Cascade II Series, a design by David Hammer. This wide spectrum use seating features a manual or pneumatic cantilever control system, arms of chrome oval tubing and trim base design. Graceful, flowing contours make it suitable for the executive with cultivated taste. Cascade II.

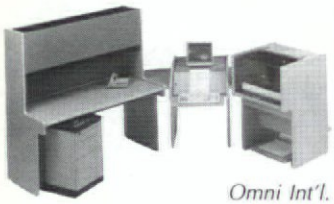
Arcadia

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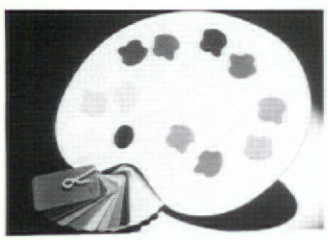
Omni Int'l.

OFFICE STATION HAS ERGONOMIC DESIGN

Omni Int'l.'s Ergonomic Terminal Support Station and the Acoustical Printer Station are two featured components in its freestanding modular furniture office system shown here. The "Ergo" unit allows the worker ease in making vertical adjustments of the video and keyboard shelves. A wide variety of drawers for stationery and personal items complements the system. OmniStation is available in putty, light oak, walnut, or designer gray. **Circle No. 369.**

6 COLORS DEBUT IN SURFACING MATERIALS LINE

Parisienne Peach, Impressionist Blue, Rubellite Red, Bluewing Teal, Asteroid Gray, and Blossom White are six new color offerings from **Nevamar Corp.**'s Vogue Collection of surfacing materials. The new colors are stocked in both textured and glossy finishes. **Circle No. 370.**



Nevamar Corp.

SOFTWARE PROGRAM AIDS PLANNING AND ORDERING

Computer Aided Planing (CAP) is an easy-to-use PC based software program developed by **Allsteel, Inc.,** to enable users to expedite specifying, ordering, and planning its products. Computer drafting, project organization and management, product specification, pricing, and order entry are some of the features of the program.
Circle No. 371.

SMOOTH LIGHTING AVAILABLE FOR VERTICAL EXHIBITS

Lighting Services, Inc. has developed C151 Wallwash Series for smoothly lighting vertical exhibit spaces from floor to ceiling. The C151 uses a molded glass spread lens and integral metal reflector, which when used with any incandescent PAR38 lamp is said to create a uniform wall wash. UL listed, the Wallwash series is available in black, white,and silver aluminum finishes with and optional integral dimmer. **Circle No. 372.**



Quartet

COPYBOARD REPRODUCES ATTACHED INFORMATION

The **Quartet** Ovonics Electronic Copyboard combines sensor technology with an erasable porcelain enamel-on-steel white board to instantly produce letter or full-sized copies of anything written on or attached to the board's surface. An electronic scanner feeds digital signals into a copier capable of producing up to 99 copies. It comes in both wall-mounted or freestanding reversible board models in a variety of sizes. **Circle No. 373.**

WALL PANELS FEATURE FABRIC-WRAPPED EDGES

Fabric Durasan, prefinished gypsum wall panels, are made in woven-texture fabrics in 20 colors. Each panel is laminated and has fabric-wrapped square edges for precision butting and panel-to-panel alignment during installation. From **Gold Bond Building Products,** standard size 8-, 9- and 10-ft. lengths and ½-in. thicknesses are available, as well as others made to specification.
Circle No. 395.



Storwal Int'l., Inc.

FILING AND STORAGE SYSTEM EXPAND VARIETY OF FINISHES

Storwal Int'l., Inc.'s line of high-function filing and storage systems is now offered in new finishes and colors. Imported marble, exotic wood, and laminates are available along with an expanded color palette, including more dark neutral shades, softened blues, and a clean, light yellow. **Circle No. 375.**



Adanlock

IN-OFFICE OFFICES DESIGNED TO MINIMIZE NOISE

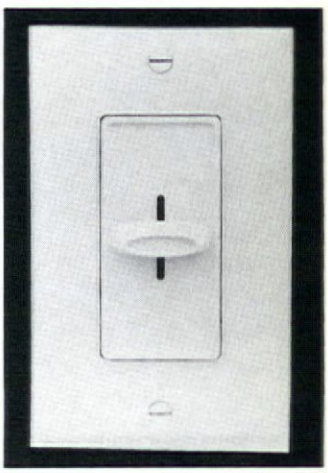
Adanlock's in-office offices consist of ceiling-high walls, ceilings, floors, lighting, UL approved electrical distribution, seating, integral storage units, and worksurfaces. The sound-absorbing walls topped with an Adanlock ceiling are said to keep noise distractions to a minimum. **Circle No. 376.**

FOLDERS CONTAIN SAMPLES OF COMPLETE CARPET LINE

The complete line of Loboflor hard-wearing contract carpet and carpet tiles is sampled in this presentation of architectural folders. Full-color folders from **Bonar & Flotex** contain technical information and explain construction of products.
Circle No. 377.

CASEGOOD SYSTEM DESIGNED FOR FLEXIBILITY

Intracase casegoods system's flexible design is based on interchangeable pedestals that fit into desk, return and/or credenza "envelopes." Furniture configurations can be arranged to fit needs. Available for shipment from **Intrex Furniture** in nine to 15 days, the easy to assemble system comes in low-glare mahogany, oak, or gray, medium gray, and light beige high-gloss finishes. **Circle No. 378.**



Lutron Electronics

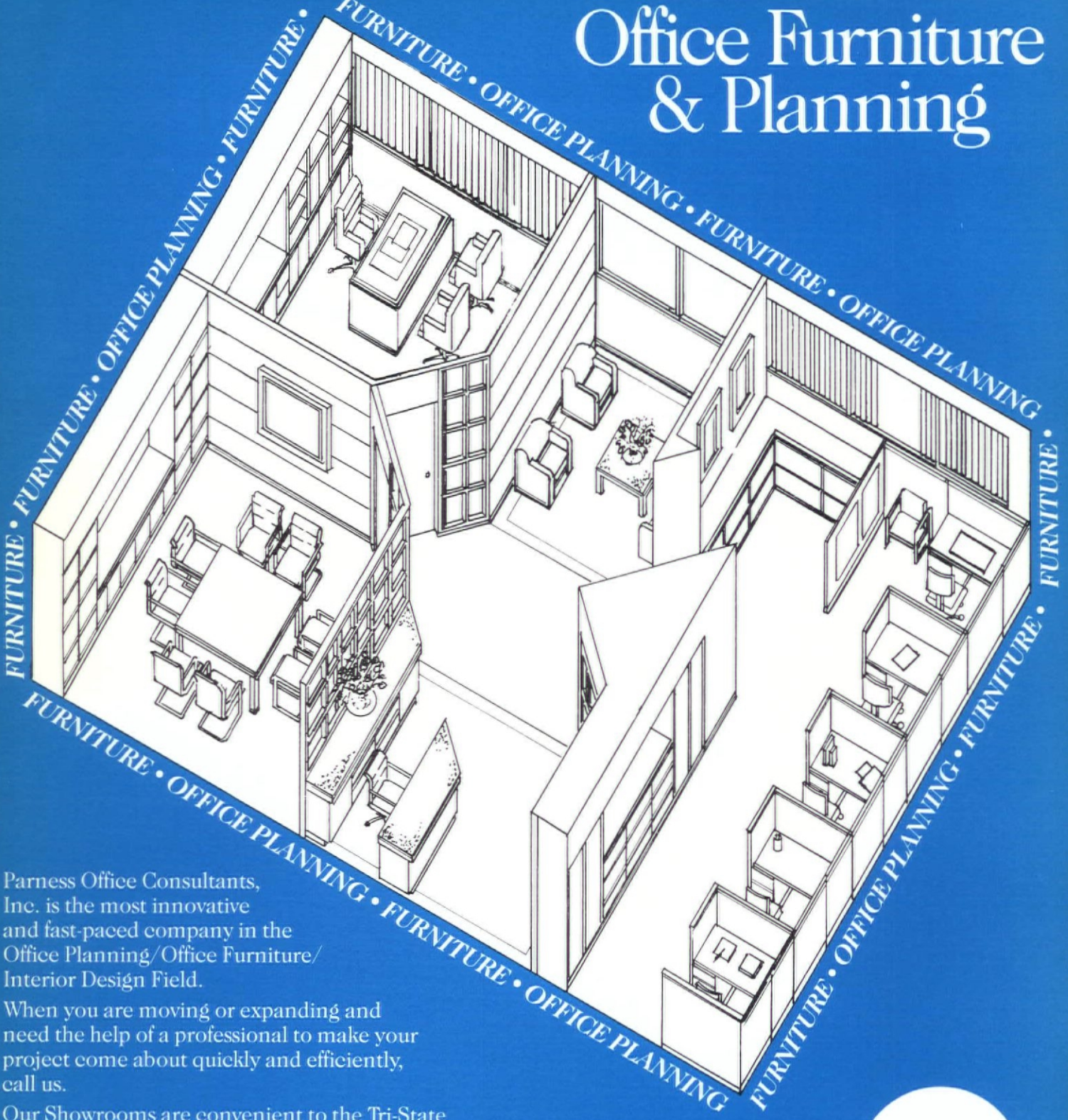
DIMMER OPERATES LARGER LIGHTING LOADS

The Skylark 1000-watt designer-style linear slide dimmer is made for larger incandescent lighting loads. It is UL listed, flush-mounted and is made to be used with designer-style wallplates. It also matches and gangs with any **Lutron** control, as well as designer switches and receptacles. **Circle No. 396.**

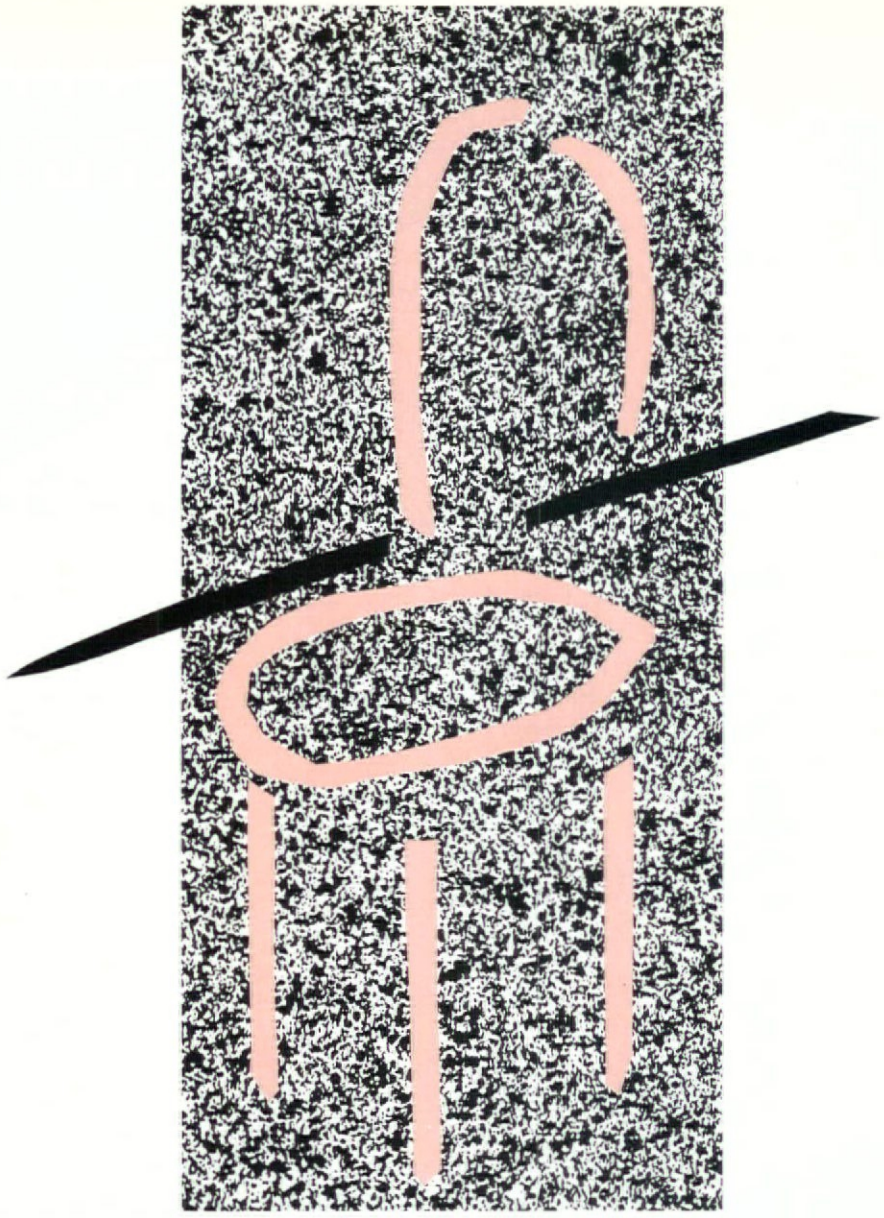
TILE FEATURES SANDSTONE SURFACE

The Secura Series from Emil Ceramica is exclusively available from **Amaru Tile, Inc.** and features a sandstone finish. Designed for both indoor and outdoor applications, the combination of non-porous characteristics with hard glazes makes the series resistant to wear and is guaranteed to be frost-free. It is available in natural colors of sandstone and pebble.
Circle No. 380.

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Product Design Awards



You are invited to Breakfast at the Plaza in New York. There the winners of the 1987 IBD Product Design Competition will receive their awards on October 9 at 8:00 a.m.

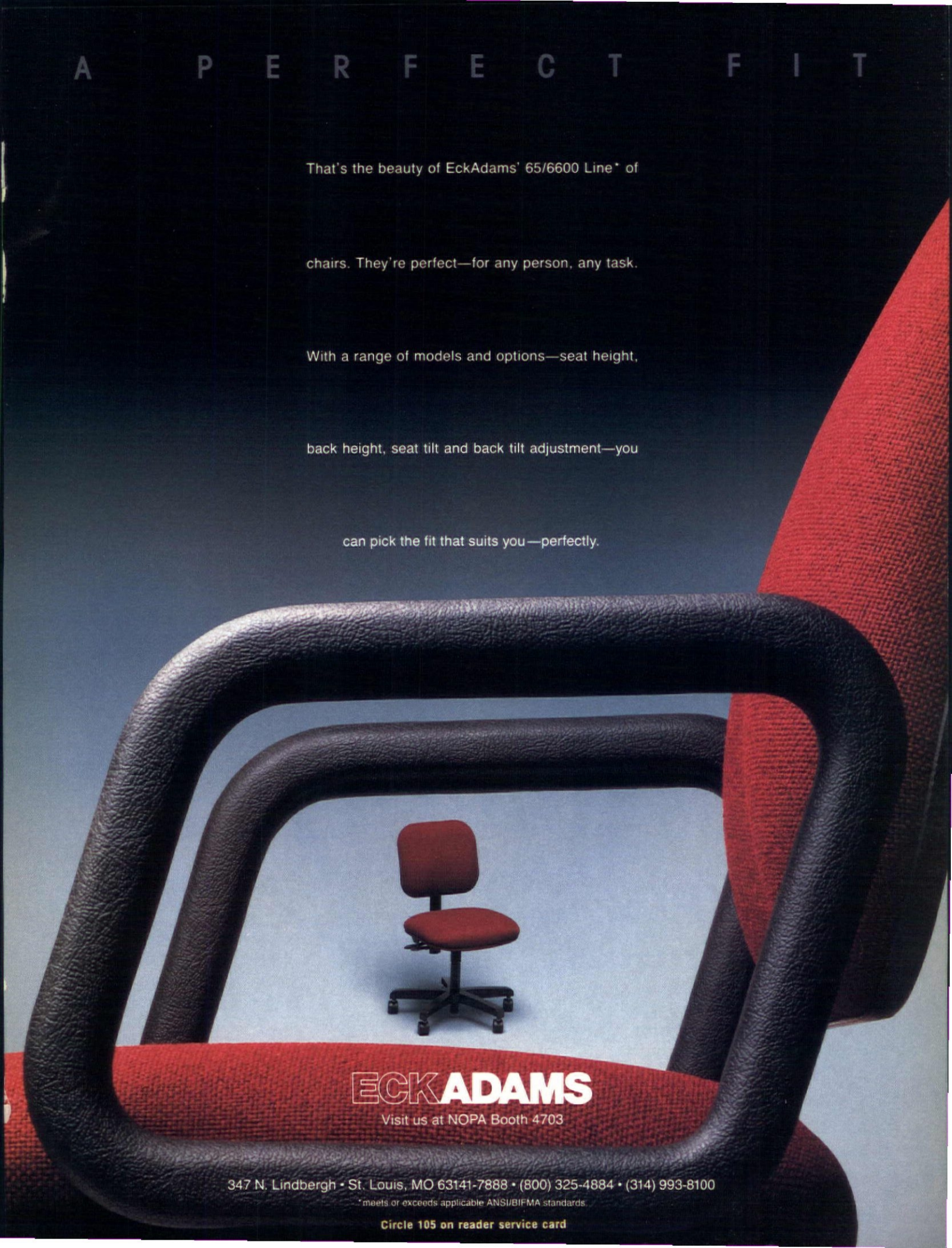
The Product Design Competition is an annual event co-sponsored by The Institute of Business Designers and *Contract* magazine. Tickets for the breakfast are $50.00 per person. An additional $10.00 optional donation to help support FIDER and DIFFA is encouraged. Attendance is limited so reserve your place now by calling the IBD National Office at (312) 467-1950.

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The Joel Polsky/FIDER Endowment

The Joel Polsky/FIDER Endowment was established in October 1982 by the Polsky Family/Fixtures Furniture of Kansas City in remembrance of Joel Polsky, Vice President of Fixtures Furniture, and in recognition of the importance of establishing quality in education for professional interior design through FIDER.

You are invited to join in support of these purposes by making a contribution to the Joel Polsky/FIDER Endowment.

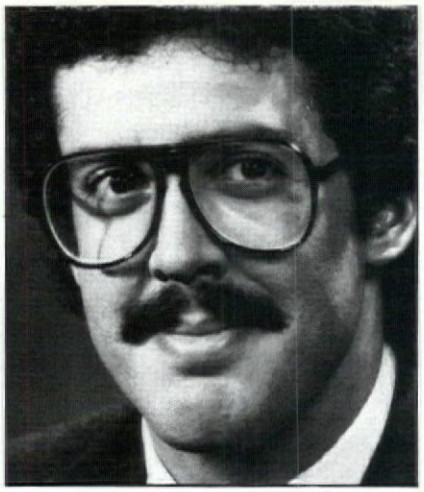
The Endowment is a living memorial to a remarkable young man, Gifts to increase the Endowment will. . .

- recognize the valuable contribution to the interior design profession made by this energetic and future-oriented person, and to the leadership he displayed in his short but outstanding career;
- provide support for programs of research, education, and accreditation development in interior design through FIDER, thus assuring high standards of excellence in the preparation of future interior designers.

A word about FIDER. . .

The Foundation for Interior Design Education Research was "created and shall be operated for the purpose of establishing a voluntary plan for the special accreditation of programs of interior design education offered at institutions of higher learning located throughout the United States, its possessions, and Canada."

Since 1971, FIDER has demonstrated its reliability as an authority on the quality of education offered in interior design programs. FIDER is recognized by the Council on Postsecondary Accreditation (COPA)



and the U. S. Department of Education.

FIDER has a soundly developed program for confirming the relevance and reliability of its Standards and Guidelines for interior design education.

Special projects completed by FIDER in support of its accreditation activities include:

- From Your Point of View, 1979 . . . a validation of the FIDER standards for baccalaureate programs;
- Phase I and II, A Study of Two, Three and Four-Year Programs of Interior Design in the United States and Canada, 1982;
- A Directory of Graduate Programs in Interior Design, 1979;
- A Directory of Undergraduate Programs in Interior Design, 1981;
- Training Workshop for FIDER Committees, Washington, DC, 1972 (Funded by Greeff Fabrics and Stroheim and Romann);
- Training Workshop for FIDER Committees, Atlanta, 1978 (Funded by FIDER);

New projects and proposals under development include;

- Thinking About Design: A Search for the Future of Interior Design. . .a futures conference;
- Phase III, A Study of Two, Three and Four-Year Programs of Interior Design in the United States and Canada;
- Training Workshop for FIDER Committees, Chicago, 1983 (Major funding from ASID, with support from others).

The Joel Polsky/FIDER Endowment provides opportunities for a wider range of needed research and other educational activities. The scope of projects which may be supported by income from the Endowment includes topics such as:

- investigations to discover educational needs for professionals in the future;
- applications of technology to the educational processes;
- development of measures to assess the quality of graduates from interior design programs;
- development of effective ongoing training procedures for FIDER committees;
- new publications in support of quality interior design education for the benefit of students and the public;
- others which relate to interior design education, accreditation, or the accreditation process.

A contribution to the Joel Polsky/FIDER Endowment will demonstrate your interest in the future of the interior design profession and your commitment to quality education which meets the needs of society, students, and the profession, and serves as a means of protecting the public against professional incompetence.

To: **Foundation for Interior Design Education Research**
322 Eighth Avenue
New York, NY 10001

Enclosed is a contribution of $ _____ for the Joel Polsky/FIDER Endowment.

Name _____

Name of firm _____
(if contribution is a corporate gift)

Address _____

City _____ State _____ Zip _____

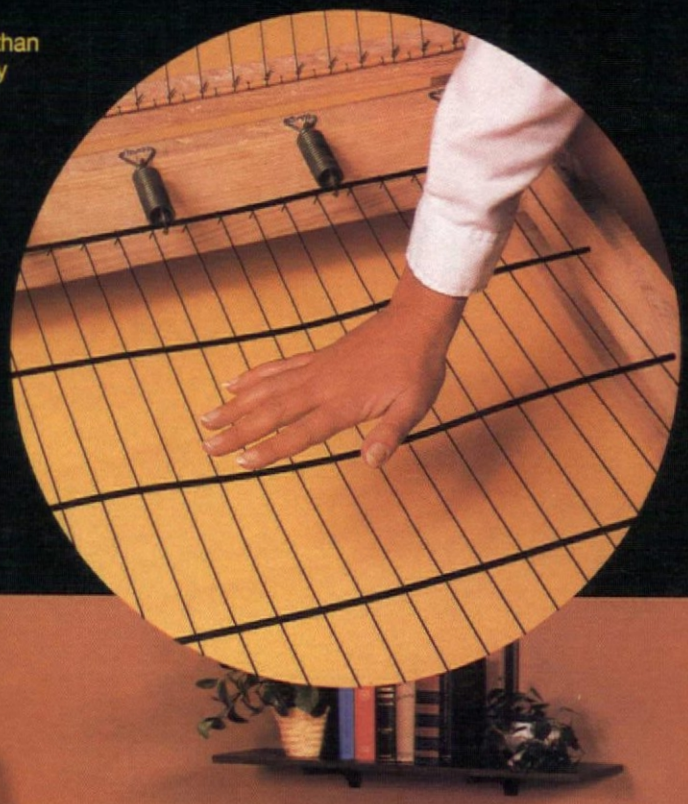
Checks should be made payable to *Foundation for Interior Design Education Research* or *FIDER*

Contributions to the Foundation are tax-deductible as provided by law, and will be publicly recognized on an annual basis. Substantial gifts will receive special acknowledgement and a certificate of appreciation from the FIDER Board of Trustees.

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CATALOGS & BROCHURES



Vicrtex

Second edition of the "Warps & Weaves" collection has been released by Vicrtex Wallcoverings. Imported from Japan, all 65 contemporary colored woven and warp lay wallcoverings are Class "A" fire rated for commercial use. **Circle No. 384.**



Armstrong

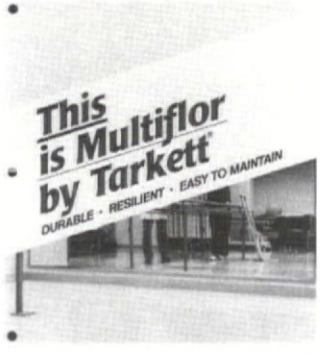
Complete line of acoustical ceilings, along with installation and maintenance information, is contained in a brochure from Armstrong World Inds. Products range from the Syllables line to the Artran series of geometric high-tech designs. **Circle No. 385.**

Master Reference Library features 116 color pages of casegoods, seating, and systems offerings. Included are oversized wood and finish samples; textile and leather selection cards; PCI/Tandem 10 Quick Ship products; and price and ordering information. **Circle No. 387.**

"Luxury Plumbing Products for Bathroom & Kitchen" includes a growing assortment of fixtures created exclusively for the American market by Villeroy & Boch. The 1987 edition of the four-color source book presents product specifications, style variations, measurements, installment configurations, and color samples. **Circle No. 388.**

The Wiremold Co. has issued a brochure on Tele-Power Poles. These are used in any away-from-the-wall location where electrical power ad communications wiring are needed. Choice of materials, finishes, wire fill capacities, heights, and foot assemblies are detailed in an ordering guide on the brochure's back cover. **Circle No. 386.**

Spec-4 Recessed Metal Halide fixtures are designed to capture the benefits of the new, low-wattage metal halide lamps. Four fixtures are showcased in an eight-page brochure from Staff Lighting. Each reflector is available in a choice of four Alzak finishes: clear, gold, pewter, and black. **Circle No. 389.**



Tarkett

Multiflor homogeneous sheet vinyl flooring is displayed in a four-page, full-color brochure. From Tarkett, the brochure describes the performance features of Multiflor, developed for installation in healthcare facilities, schools, and other commercial buildings. Room scenes feature the product in actual situations. **Circle No. 392.**

Circle 108 on reader service card

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RATES: A standard classified ad costs $73 per column inch. Estimate a column inch as 37 characters per line, 7 lines per inch, including headline and address. Please specify whether it is a signed ad or a blind box number. Add $5.00 to the cost if a box number is used. Payment with order is required for insertion of classified. Send ad and check to: CONTRACT, Classified Ad Dept., 1515 Broadway, 24th Floor, New York, NY 10036. **DEADLINE:** 1st of the preceding month. **REGULATIONS:** Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or closeouts for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.

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FIVE MANUFACTURERS OF OFFICE AND CONTRACT FURNITURE

are seeking experienced and established representatives calling on the Contract and Office Furniture Market in the Northeastern U.S.A.

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800 3rd Avenue
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HEALTHCARE REPS WANTED

National Healthcare Furniture Manufacturer is restructing distribution and seeks state wide and multi-state Reps. Our product offering is being greatly expanded and we need aggressive reps with a good following who are already calling on end users and the A & D community. Write and tell us your qualifications. Box 164, CONTRACT, 1515 Broadway, New York, NY 10036.

SALES REPRESENTATIVES

Established manufacturer of Premium Quality Vinyl Floor Tiles seeks contract sales representatives. This is a unique opportunity!
Contact: Dennis Letsche at GMT
(212) 991-8500

MANUFACTURER'S REPS

Major manufacturer of wood institutional seating and tables needs proven professionals to call directly on college and healthcare markets. Several territories available in the Southeast, Mid-West and Western states. Well known line with established accounts. Call **Blockhouse Company,** (717) 246-3031, ask for Ed or Larry.

REPRESENTATIVES WANTED

CONTRACT REPS WANTED

Manufacturer of quality solid wood and plastic laminate table tops including conference tables, seeks aggressive sales reps to call on all facets of the contract trade including restaurant dealers, institutions and office furniture dealers. We enjoy a proven record in the contract industry nationwide and support our reps with creative sales literature, samples, and incentive bonus programs. Open Territories include: IL, IN, MI, CO, FL and NYC. Reply in confidence with resume and present lines to Box 155, CONTRACT, 1515 Broadway, New York, NY 10036.

SYSTEMS REPS WANTED

Wood panel systems manufacturer looking for experienced reps with systems background for NE & SE markets. Excellent factory support, highest commissions. Please respond to Box 159, CONTRACT, 1515 Broadway, New York, NY 10036.

CONTRACT LIGHTING AND SEATING

Established integrated residential manufacturer expanding into the contract market wants contract representatives with established client following. High commissions. Select territories open. Send resume and lines carried to: P.O. Box 09053, Chicago, IL 60609.

Sales Rep

Highest quality architectural sign co. needs sales rep for most areas. Lots of room to make money. We have brochures, price lists, etc. to assist you. Please contact CAS, 10909 Tuxford St., Sun Valley, CA 91352, 818/768-7814, Mr. Zeno.

REPS WANTED

Major manufacturer of metal lamps seeks professional reps to call on primarily the hospitality market. Our lamps are specified by Hyatt, Hilton, etc. If you have lamp experience and a hotel following, call Rainbow Lamp Corp., 1-800-654-0578.

SALES REP

Manufacturer of acoustical wall/ceiling panels looking for experienced reps. Highest commissions and leads provided. Send letter including background, lines represented and territories to Box 161, CONTRACT, 1515 Broadway, New York, NY 10036.

ARCHITECTURAL SIGNAGE

Manufacturer seeking representation throughout U.S. to call on Architects, Real Estate Developers, General Contractors, Interior Designers, etc. Exclusive Territories Available. Contact: Design Sales, Attn: Steve Stanley, V.P., 5980 Funston St., Hollywood, FL 33023 (305) 963-5242.

HEALTHCARE REPS WANTED

National Healthcare Co., a division of Kimball International is restructuring distribution and seeks statewide and multi-state regional reps. Our already broad product offering is being further expanded. This is a great sales and profit opportunity for aggressive reps with a good following. Please write telling us why we should appoint you a National Healthcare Co. Representative.

National Sales Manager
National Healthcare Company
1600 Royal Street
Jasper, IN 47546

CONTRACT FURNISHINGS/ SPACE PLANNING SALES

Leading space planning, project management and contract furnishings firm is expanding and needs experienced sales people to sell our complete package of services in the corporate and commercial market. If you have a record of success, the ability and desire to prospect, present and close, and have a minimum of 3 years experience selling depreciable products, services or direct industry experience, you could earn 6 figures in a northern NJ territory. Interested individuals may send resume and earnings history to Box 160, CONTRACT, 1515 Broadway, New York, NY 10036.

ANNOUNCEMENT

PUBLIC NOTICE

(Oakland, CA)—July 31, 1987—Effective Immediately: Dick Kimoto Sales of the Chicago Merchandise Mart is no longer representing Basta Sole umbrellas. If you placed any orders with this representative please contact the Basta Sole factory directly at (415) 436-8616 or (800) 847-8008.

MISCELLANEOUS

ATTENTION: Contract furnishers, architects, designers, and dealers send us your brochures. CONTRACT Magazine is often asked by corporate representatives to provide them with qualified names. Mail to Sales Manager, CONTRACT Reader Brochures, 24th Floor, 1515 Broadway, New York, NY 10036.

CONTRACT REPS WANTED—Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publishers of CONTRACT Magazine. State your name, address, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. CONTRACT advertisers who are interested in expanding sales coverage and finding additional reps are invited to inquire about this advertiser service. Write: Sales Manager, CONTRACT, 1515 Broadway, New York, NY 10036.

BUSINESS OPPORTUNITIES

Manufacturer of wood desks, wood/fabric systems, and related products seeking to establish OEM relationship with a contract manufacturer. We offer expertise, equipment, and capacity. Product designs flawlessly executed in a wide variety of details, woods, and finishes and reliably shipped. Confidential replies to Box 105, CONTRACT, 1515 Broadway, New York, NY 10036.

LINES WANTED

Established, successful, and energetic rep group seeks additional contract furniture & furnishing manufacturers of all types to represent in the D.C., MD, VA and WV territory. Most needed now are lines with mid priced desk & sec chairs, steel desks & files, and/or contract fabrics. Box 157, CONTRACT, 1515 Broadway, New York, NY 10036.

ARCHITECTURAL SALES

A unique, experienced sales team (3), working on a very modest fee basis, calling on 1200 specifiers, will provide full time sales coverage in the NYC Metro area. Our job is to get your products specified. Please inquire. Box 108, CONTRACT, 1515 Broadway, New York, NY 10036.

Sales Rep Assoc. with 17 years experience calling on Archs, Specifiers, Dealers and Designers, seeks additional lines to represent. Quality office Furn. Mfg. in Chicago, Wisc., and NW Indiana area. Reply to Box 163, CONTRACT, 1515 Broadway, New York, NY 10036.

Current president of major contract furniture mfr. is leaving position to establish rep firm in MI, KS, IA and NE. Individual has solid track record dealing with reps while functioning as president of 2 firms and vice president of Marketing/Sales of a third the last 15 years. These dealings have resulted in a complete understanding of product line mixes and just what the manufacturer wants from the rep. Individual is seeking a known line with some residual income that is ready to be developed to meet its true territorial potential.

Box 153
CONTRACT
1515 Broadway
New York, NY 10036

October 2 is the classified ad deadline for November's issue

HELP WANTED

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Our client, a nationally known manufacturer of contract seating is in need of a profit motivated Vice President of Sales. Outstanding opportunity for a take charge creative manager to develop new markets and expand product lines. The successful candidate will have proven track record of devising marketing programs for full range of contract customers and motivating independent representatives. If you have interest in exploring this or other contract opportunities, contact in confidence: KAREN MORAN, Cook Associates, Inc., 212 West Kinzie Street, Chicago, IL 60610, (312) 329-0900.

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Take the initiative in advancing your career. Design, engineering, manufacturing, product development, marketing and sales. Contract and residential opportunities. We assure the utmost confidentiality. Send your resume or call us. Gary Holupka, P.E., Manager, Management Recruiters of Pittsburgh-North Allegheny, 4840 McKnight Road, Pittsburgh, PA 15237. (412) 364-0282.

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Sales, Sales Managers, District Managers and Designers. I place professionals in the OPEN OFFICE SYSTEMS industry.

All fees paid by employer. All information handled in the strictest confidence.

Contact Linda Greer at **800-545-5900.**

In Texas call **800-441-0806.** Also (214) 741-3014. 24 hour answering.

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Name & Title _____
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Check Heading Under Which Ad Is To Appear

☐ Representatives Wanted
☐ Lines Wanted
☐ Help Wanted
☐ For Sale
☐ Business Opportunities
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